

The

JANUARY, 1922

RETAIL DRUGGIST

Published by
The Commercial Press, Limited

of C

American Druggist
62 West Broadway
NEW YORK N.Y.

51 Wellington Street West
Toronto

You will get out of 1922 just what you put into it, but we can all look forward with hopefulness and assurance of better and bigger things this year. ♪ Everything points to an upward trend in business. ♪

“Let’s get busy and make it so.”

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no. 1
1922
c. 1
PHARMACY

Bayer Gives "Free Goods"

On Tins of 12 Tablets and Bottles of 24 Tablets Only

$\frac{1}{2}$ Dozen Free with 3 Dozen—Less 5% Discount

1 Dozen Free with 6 Dozen—Less $7\frac{1}{2}\%$ Discount

2 Dozen Free with 12 Dozen—Less 10% Discount

Free goods are given in the size ordered. Buy to get the free goods and the discount, and more profit.

No risk! "Bayer Tablets of Aspirin are guaranteed to sell. If for any reason they do not move fast enough to suit you, send them back and get your money.



Bayer-Tablets of Aspirin



Aspirin is advertised in your own home newspapers and the magazines. You can share, without cost to you, in the business created by this big advertising campaign by showing a Bayer window display in colors. Write for it today

THE BAYER COMPANY, Limited, WINDSOR, ONTARIO

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic-acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

Sells "Like Hot Cakes" in Cold Weather!

THIS is not an inappropriate simile, either—for Thermogene is a potential heat, in dry, convenient form; a light, dry, fleecy, medicated wool that can be sold for any purpose where poultice or plaster was formerly used. Your customers all know the name and purpose of Thermogene—many by experience—many more through the widespread advertising we are now doing. Cold weather's ailments will bring sure and steady sale to every store that features this modern and efficient remedy.

You can recommend
THERMOGENE for

Grippe, Lumbago,
Asthma, Bronchitis,
Chest Colds,
Sore Throats,
Neuralgia, Neuritis,
Rheumatism.



THERMOGENE

is packed in convenient-sized boxes to retail at 50 cents. It is recommended by doctors everywhere. See that your stock is ample.

British-made by The Thermogene Co., Limited, Haywards' Heath, England
HAROLD F. RITCHIE & CO., Limited Sales Agents for Canada 10 McCaul St., Toronto

WORLD'S GREATEST HOME MEDICINE
FOR OVER 60 YEARS



THE PROVED REMEDY FOR
CONSTIPATION

Always have —

BEECHAM'S PILLS

2 SIZES 25¢-50¢

—never disappoint your trade—and the good
Beecham profit will be securely linked to your store.

—in Stock

Beecham's Pills have made good for over 60 years as a safe, sure remedy for Constipation—**recommend** them to your customers, **push** them for profit.

Beecham's Pills sell easily because of our dominant persistent advertising. Display them on your counter and cash in on this advertising. Remember you make 5 times the profit on the 50c size.

STEADY
ADVERTISING

—
STEADY
TRADE

BIG
PROFIT

—
QUICK
TURNOVER

HAROLD F. RITCHIE & CO., Limited
Toronto, Ont. Sole Agents Canada

**BEECHAM PROFITS
FOR YOUR STORE**

"The D & L"
TRADE MARK

PRESCRIPTION 1920

Improved Hypophosphite Medication in two forms

WITH SUGAR

WITHOUT SUGAR

Large Size \$12.00 per dozen

Medium Size 8.00 per dozen

Small Size 4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada.

Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

DAVIS & LAWRENCE CO.

MANUFACTURING PHARMACISTS

356 ST. ANTOINE STREET - - - MONTREAL

New Addition To The Lyman Line

LYMAN'S

Compound Syrup

White Pine

with

Eucalyptol and Honey

For Coughs, Colds, Bronchitis, La Grippe and all affections of the throat and lungs.

Retails at 25 cents.

Pays a handsome profit to the retailer.

**The Lyman Bros. & Co., Limited
TORONTO**

"The House of Dependable Service."

ESTABLISHED 1837

HOLLOWAY'S PILLS and OINTMENT

have earned for themselves a great reputation for general utility and universal adaptability. They suit dwellers in all countries, and prevent and cure diseases incidental to many climates. Full directions with each box and pot.

Stocked by the leading Wholesale Druggists throughout the Dominion.

Any suggestion for mutual or general advertising welcomed by
THOMAS HOLLOWAY, 113, Southwark St., London, England

Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine—The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.

Selling to the Drug Trade

Goods not advertised lie dormant on the dealer's shelves. If you wish your goods given prominence in the retail drug stores in Canada, get in touch with our representatives for full information regarding space in

The Retail Druggist of Canada

How the Ferrah Drug Co., Toronto, interests the people of the community in its store—Publicity, good display and service.

A certain druggist in one of our larger centres has been trying these out, and to his own satisfaction at least. For showing the line he uses two display boards, each six inches wide and four feet long and finished attractively by being covered on both sides by a rich purple plush cloth.

A page space was taken recently by this drug firm in a community paper to keep a close connection with the neighborhood.

Various styles and sizes of thermometers are shown, glass-headed push pins being used for attaching them. At the top are placed the smaller sizes and at the bottom the larger ones, each individual thermometer marked with a price-ticket.

Thermometers are displayed on both sides of the boards, which are suspended from the ceiling of the store not far from the front entrance. Wires run from two small screw-eyes in the top of the boards to two small screw-eyes in

the ceiling, thus holding the former straight and preventing them from twisting around, thus keeping the goods always in sight of people in the store.

Showing on the boards from time to time are fever thermometers, bath thermometers, weather thermometers, and cooking thermometers. Each line receives its share of display throughout the year at regular intervals. And when it is desired to make a window display it is but the work of a moment to put the trimmed boards in position.

Ideas for Increasing Your Sales Volume In 1922

That business picks up quickest which is the first to get in line with any changes that take place in general conditions.

Be sure your prices are all on the right basis, corresponding to present wholesale prices. Many retail druggists have done this. But some have not, and they are retarding their own business and preventing the return of general prosperity.

The public demands honest value and they will buy when they are sure they are getting it.

Push those goods above all others that you are able to buy on a readjusted market basis and that offer your customers the best returns for their money.

Give Service.

In war days you could not always give service. You could not get the goods you needed.

Now you can. Buy with the idea of supplying everything your trade requires. Keep your stock complete and up to the minute.

So long as goods were scarce and hard to get, the public thought nothing of it when a druggist was unable to supply this or that.

Now, they will be attracted to the store that carries the fullest and best assortment of standard, reliable drugs.

It was never more important that you should have stocks of recognized, well-known quality.

But remember that full assortment does not necessitate many grades of the same thing. Many lines increase your overhead. On the other hand, a few duplicates but a complete line will multiply your sales.

Have A Quota.

Nothing stimulates sales so much as setting a mark. The other day we came across a druggist who had no cause to feel glum about his volume. He was doing a thriving business. And he said it was due to what he called a "strength-tester."

"You remember those strength-testers we used to see—the kind you hit with a mallet, sending the indicator up to the dial?"

"We used to feel pretty proud when we could hit a

wallop that would beat everybody else in the crowd, didn't we?—or when we could make the indicator show just a little better than we had ever done before.

"Well every clerk in this store is working on that principle, these days.

Keep Record Of Each Clerk's Work.

"In the back room on a bulletin board you will find the sales record of each clerk for every day of the week.

"Once a month we get together and talk it over. The clerk that has made the biggest gain for two weeks is called upon to make a little speech and give the others pointers on how he did it.

"And believe me, it has taught us not to overlook any bets. For instance, I heard Fred asking Mrs. Wrixon a little while ago if that toilet soap he sold her ten days ago wasn't all right. It was; she was satisfied and wanted more.

"That's getting down to fine points, isn't it? It's wonderful how much you can sell people when you get right down to a study of their needs, and when every fellow is trying to beat his own and the other fellow's sales record.

"I tell you, when a man is working on a quota he will find lots of ways to beat all previous records."

Every steady customer you can get is one more volume-builder.

There are many ways of attracting new patrons.

Advertising will do it; also circulars sent through the mail.

A window that is especially interesting will entice many passers-by to enter.

TEN COMMANDMENTS OF BUSINESS

Handle the hardest job first each day. Easy ones are pleasures.

Do not be afraid of criticism—criticise yourself often.

Be glad and rejoice in the other fellow's success—study his methods.

Do not be misled by dislike. Acid ruins the finest fabrics.

Be enthusiastic—it is contagious.

Do not have the notion that success means simply money-making.

Be fair, and do at least one decent act every day in the year.

Honor the chief. There must be a head to everything.

Have confidence in yourself, and make yourself fit.

Harmonize your work. Let sunshine radiate and penetrate.—*Credit Men's Journal*.

WE like to hear what our subscribers have accomplished by way of increasing their business or improving their profits, and any new ideas and suggestions that we receive, we are glad to pass on to the rest of the druggists as they may be of some real assistance and benefit to them in making a better living out of their chosen calling.

MAKING THE WINDOW ARTISTIC

H. N. Stovin of Assiniboia Sask., tells his brother Canadian druggists his ideas of dressing the window.

PRIMARILY the man behind the display work should have highly developed esthetic tastes. If he has not already got these he should acquire them.

It seems to me that it is not conclusive to tell a person how displays should be made—arrangement, design, color scheme, etc. The teacher might even have the student reproduce under supervision, and yet when the student comes to rely on his own resources he may be entirely lost.

Therefore, the development of the esthetic taste, or sense, becomes highly important. When the student has succeeded in this he will have surmounted the difficulty of choice of colors to make harmonious designs.

In her work Nature seems to have used a certain care-free manner. Frequently we get a view of a peaceful lake set in between majestic hills, the moonlight shimmering on the tranquil surface; and for a frame there are two or more tall, stately trees. Are these trees alike in form, height, branchings, etc? No; yet do they not make a very attractive frame for such a picture?

Too many of us in making a display place a toilet set in the centre of the window, a brush on one side

and a similar brush on the other side, a mirror in front of the toilet case, and a comb on each side of it, being very careful all the time that each comb is alike and placed exactly on the "angle of reflection." The window builds up, usually overcrowded, and the individual viewing the display has so much to look at that he seldom has time to concentrate on any one article, and thus a great deal of the advertising value is lost.

Such a window may be neat, but it isn't compelling.

Nature the Best Aid to Window Displays

Did you ever see an old rustic garden-seat made from unbarked boughs, with moss on its legs and a vine intertwining in and out between the rails of the back? Suppose then, leaving the aforementioned window in much the same general design, we add a touch of nature to it. What could be nicer than a small bouquet of red and pink carnations amidst the display of French ivory, not forgetting Nature's careless abandon?

And suppose the flowers used are not cut-flowers, but merely attractive and yet moderately priced paper carnations. If you reside where the maples grow, don't fail, when autumn comes, to make use of the entrancing foliage with its wealth of color.

I am not opposed to conventional designs, however.

Improve Your Interior Displays During The Cold Weather

THE advent of real cold weather should be a cue to the druggist to spruce up his interior displays. An opportunity of increased customer interest and more business is present if the druggist will only take advantage of it. You do not have to search far for the reason. It is obvious. With the mercury flirting with the zero mark there is no denying the fact that when people enter a nice comfortable store they are inclined to linger. You don't want to pester them by direct suggestions but you can secure their interest in many lines by displaying them to advantage.

Extra attention to interior display at this time will certainly be found well worth while. Make it a point to see that the selling power of your shelves, counter displays and silent salesmen are increased. Make investment in needed fixtures if necessary. Use more show cards to interest customers in goods on display.

Two years ago one druggist arranged an extra large display at one side just inside the entrance to his store. It started well out and sloped gradually upward until the wall was reached. It placed a big range of lines within sight and reach of all those leaving the store and he reported that many people who stopped at the door to muffle up or draw on gloves before they went out into the cold saw articles in which they became interested and which they stopped to purchase.

Just in this connection do not forget the value of advertising at this time. Stormy weather will prevent many people from shopping as they usually do, so that your advertising suggesting appropriate lines is bound to get more than ordinary interest. The use of the phone for ordering goods can be played up in this connection if you make deliveries, but even if you do not the value of advertising is present just the same. People do not shop around as much during cold or stormy weather. They decide on a certain shop and go there. Make an appeal by your advertising that will cause them to decide to patronize your store.

There is nothing that will make a nicer background than a beautiful conventional design; something plain and almost severe will best display the goods.

Here is a suggestion: Take some Hoekoe rope of several colors and tie the ends to make a continuous string of alternating colors. Next lightly tack nails at approximately two-foot intervals at the top of the sides and background of the window; then tie one end of the rope to the first nail on the side, and carry it over to the next nail, allowing the rope to sag between the fastenings—and so on until the end is reached, when a turn back should be made and the second line of rope strung along the nails. Hanging from each nail rosettes, made of the various colored ropes, should drop, streamer or tassell fashion. This arrangement is pleasing to the eye without distracting attention from the goods on display. It serves merely as what might be termed a border.

Plan Before Starting Your Display

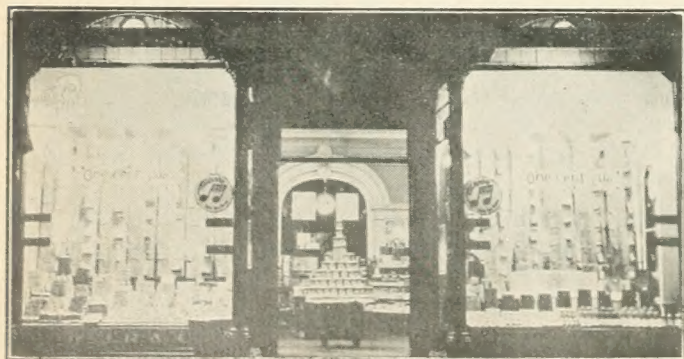
There are a few—perhaps none—of us who are original in the true sense of the word. We associate our ideas and turn them out in combinations which are so changed in appearance that they pass for originality, whereas in reality we have merely given old forms a new dress.

In almost any public library books on art may be found. In these are illustrations of various forms of Egyptian, Syrian, Grecian and Roman design. You will have no desire to copy outright, but in your mind's eye you will find yourself associating a number of ideas in the working out of new arrangements. Make drawings on paper and criticize them. In this manner try to get at basic facts.

And as a result of it all your store will just naturally brighten up, for you will find the lack of tidiness unbearable.

AN EFFECTIVE WINDOW BORDER

An American druggist made use of a good idea in the trimming of a toilet goods window a short time ago. On the floor of the window he put a carpet of green cloth of an attractive shade, the cloth covering the entire floor. About three inches from the outside edge of the floor, and around the entire circumference of it, he tacked a narrow strip of gold-colored tape. This gave a border effect that was highly pleasing; in fact, it added at least fifty per cent. to the general appearance of the window. It ought to be said that the goods displayed were kept inside the gold tape border.



How an Owen Sound druggist features his side lines in tasty window displays

HOW TO MAKE WINDOW FLOORS

The floor of the window is deserving of much thought and care, for it will do much to enhance or detract from the appearance of the merchandise shown.

A hardwood floor of oak with a parquetry border, polished or hard oil finished, is the best for all purposes. It is easy to keep clean, and with care will look well for years.

Frequently a dark green carpet is used with a parquetry border. Linoleum may be had in parquetry patterns and when shellaced or varnished serves very well.

HELPS FOR THE WINDOW DRESSER

Nowadays there are so many things that you can get to help out your display. The most important thing is the proper fixtures—and then proper care of them when you have them! There are all kinds of fixtures that you can buy from catalogues; there are all kinds of flowers that you can buy; but natural foliage makes an attractive window. make an attractive window.

How is it possible to become efficient in window-dressing? By persistent practice, by observation, and by taking a pride in your window. I hope I shall never be too proud to learn. That is the sure road to efficiency.

I have always been thoroughly convinced on this question of window-dressing. I believe in clean, bright and attractive displays. I believe it is worth studying and taking an interest in. After all, the best window dressing is done by inspiration, like the work of a poet or painter.

The well lighted window will attract possible purchasers in much the same way that moths circle round a flame. People prefer to walk on the bright side of the street, rather than the dark; they will linger in front of the cheery-looking store when they pass the dull store by; and to get them to look or linger is to get them to take a first long step in the right direction.

VALUE OF GOOD LIGHTING

Wonderful advances have been made in recent years in the direction of effective store lighting, and there is no line of business in which stock affords opportunity for more effective displays than does that of the drug trade. And while electricity makes abundance of light readily available, it also lends itself as no other lighting system does to highly efficient yet subdued effects that display the goods to the best possible advantage without distracting attention from the window.

A well lighted store and window is unquestionably a paying wintertime investment.

A teacher trying to impress on her pupils the rightness of kindness toward all animals took them for a walk to bring the lesson home to them.

Hearing a scream from little Johnny, she asked, "What's the matter, Johnny?"

"I've been sitting on a hornet," was the tearful response, "and I'm afraid I've hurt the poor thing."

There was a timid knock at the door. "If you please, kind lady," the beggar said, "I've lost my right leg—"

"Well, it ain't here," retorted the lady of the house, and slammed the door.

PRINCIPLES of NEWSPAPER PUBLICITY

Helpful ideas and suggestions for the advertiser—Advertising as an invisible force—Window work similar to advertising.

YOU cannot see the force of advertising, but you can feel it—and Ernest C. Hastings, managing editor of the *Dry Goods Economist*, New York City, in speaking before the retail section of the Convention of the Associated Advertising Clubs, told a story which illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

"Well, advertising is like the wind—an invisible force. You can't see it but you can and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are a symbol of the wind, in the pictures, the stories I shall print in the newspapers about the merchandise carried in your store will be symbolic of advertising force."

Window Work Similar to Advertising

"The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning an advertisement or store event. The means employed in planning display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique are the same—the same as your advertising planner uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sequence of first, getting attention, then arousing interest, developing interest into desire and intensifying desire to the point where action results.

"The same keen appreciation of news-value and timeliness and appraisal of the worth of a "stunt," the same clarity of expression, the same knowledge of the principles of art, the same recognition to relieve monotony, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expends or contracts the appropriations for any given line of goods.

"The merchandising sense and sound business principles of the display planner must be wisely tempered with that outside or "Consumer view point"—which is one of the advertising man's most precious assets and an asset not often with only the merchandise viewpoint is in the saddle, a possessed by other than advertising men. For if a person store's displays are too likely to continuously show the things the store wants to sell, instead of the things the shopping community wants to buy.

"And when we add to these points the unique fact that the display often is merely an extension of an influence in the consumer's mind begun by a printed advertisement, we forget, it seems to me, just as the display itself often forges, the connecting link in the chain of conclusive evidence which produces ACTION!"

TURNING CURRENT EVENTS INTO CLEVER COPY

The druggist with ability for copy writing will do well to take advantage of the happenings of not in his town and especially those which directly concern his store.

To illustrate: A runaway horse dashed through the window of a certain druggist's store. Next morning the druggist's advertisement was headed:

We don't blame the horse for wanting to go through that window after he had seen the nice display of our goods. He thought he had never seen anything so fine before, and therefore he went through the glass to get them, etc.

Another merchant's store was visited by robbers. The next day he had in his window a display of articles similar to those taken, placarded as follows.

This is the kind of ham the thieves were after. They got it.

RETAIL DRUGGISTS SHOULD ADVERTISE

That advertising for the druggist is a good thing for increasing trade at any time of the year, was strikingly shown at the last O.R.D.A. convention in Toronto, when Frank Stockdale said this to the druggists assembled:

Then about advertising. The average retail druggist is not a keen advertiser. He ought to advertise. If you can advertise by newspaper do so. If you can't advertise in the newspaper advertise by mail; get your printer to print you some circulars and wrap them up with each parcel. The McLean Drug Stores who have made such good profits have

Who'll Be Your Druggist During 1922?

During the past year we have been favored with a large share of the patronage of careful drug buyers in this community.

If you are at present a customer of ours, we believe that our policy of **Quality Goods, Superior Service and Right Prices** will cause you to continue. If you are not a customer,

We Should Like To Be

your druggist during the coming year. The filling of Physicians' Prescriptions is our specialty. In filling your prescriptions we use the highest quality ingredients and scientific service and at low prices as can be had anywhere.

McCulloch's Drug Store

COR. ROSSER AND 10TH ST.

Phone 2976.

How a Brandon, Man, drug firm conducts business at the commencement of the year

followed this line. If I am in need of merchandise I go to this man over here who advertises his wares and has a nice display. The man over there may have just as good a proposition, but he does not have any show. It is this advertising and display that sells the customer first which is taking the business away.

There is no end to this story, gentlemen. There has to be a stopping place, however, and there is just one thing I want to say about display—about getting merchandise in your windows. If this were my window and I had trimmed it with merchandise, I would not put it down here near the floor. When you get your goods down on the floor in the window where people have to crane their necks to see it and to go to trouble to get your message, why about nine-tenths of them will say "To blazes with them, let them put them up where I can see it if he wants me to see it." Get with some ivory ware, which window was beautifully lit up, but at the season of the year in which it was out, the early spring, in talking it over with the proprietor he told him that it was not seasonable display at that time. That if displayed in June and then again in December much better results would be achieved.

In answer to a question re the proficiency of floor show case display, the speaker said:

"The upper shelves on a floor show case, if they are lighted up, show the goods up pretty well. There is an-

other point about show case. Generally speaking, glass is a non-conductor of sales, that is, if you let me touch the merchandise I will buy it a whole lot quicker than if you say "Hands Off" with a piece of glass."

Question: Which should a man push, advertised lines or non-advertised lines?

Answer: I could not make that kind of a distinction between them at all. I can't argue with a man as between advertised and non-advertised lines at all. I have to debate as between this advertised line and that advertised line: and this non-advertised line and that non-advertised line. Some advertisers take advantage of the retailer. Most of them see the light and give him a fair proposition, but there are some advertised lines I would not sell except as a "gimme." Analyze them carefully the goods up. It will increase the value of the average drug store window fifty per cent. without any other suggestion. Just get the goods up; that is the way the chain stores do it.

Buck & Rayner on State and Madison streets, Chicago, whose window space, owing to the extremely high value of the property was very limited in width and depth and just allowed room for their man to crawl in, dress their window up to the very top.

Another thing is, get those unseasonable goods out of the window and to the back of your store and get fresh seasonable goods out. Referred to a show window in Milwaukee

Card of Thanks

We desire to thank our customers for another year's confidence and support.

For 62 years this store has served the good people of West Durham, and year by year we strive to use the shortcomings of the past as stepping stones to a more successful future.

If our service pleases you tell others, if it fails to satisfy you tell us. There is nothing we appreciate more than suggestions from our customers if they think our service can be improved.

Many families have dealt at this store continuously and seldom come to town without dropping in. It is encouraging to hear them tell how many years they have dealt with us and to have a chat over old times.

After all it does not seem long since we were powdering cayenne pepper as an apprentice in the old Corner Drug Store and sold assatoetida to the farmers for their horses or were sent from store to store for 5¢ worth of "Pigeon's Milk" or "Elbow Grease" long ago old days those—but we started out to thank not only those good old friends but the hundreds of new comers who have helped to make the year 1921 satisfactory.

We started out with one little store that we would be ashamed of today. Now we have five big flourishing stores in Oshawa, Peterboro, Collingwood, Owen Sound, Stratford, Leithbridge, and 4 in Toronto. The business has served the public well as apprentices have become managers of our branch and all are working together for the betterment of our general store.

That our word SERVICE is what we are in business for. Just here let us say a word about JURY & Lovell service in which after some of the best Druggists in the world are called together to give the public a service of such perfection that nothing like it has ever been before.

Wishing every customer a Happy Prosperous New Year and a successful future.

JURY & LOVELL

PREPARING THE AD COPY

In the preparation of advertising copy, dealers can make their advertising interesting by following an outline like this:

1. Tell how you got the merchandise.
2. What it is.
3. What it is used for.
4. What it is made of.
5. What it looks like.
6. What sizes.
7. What prices.
8. Any other information, of course, that would help in telling an interesting story to the public should also be included.

KNOW YOUR GOODS

This is where many dealers fall down—they don't know their goods. Don't be satisfied to invest your money until manufacturers and travellers tell you everything they know about them. Profit by their experience, glean every particle of available information, and become so well versed yourself, that you will be able to go into extensive detail in explaining all you know about the goods. Know the goods you are trying to sell, and be prepared to answer intelligently the thousand and one questions prospective buyers will be sure to ask.

A GOOD ADVERTISING SLOGAN

The French Lick Springs Hotel Company when receiving orders for Pluto Water have from time to time been recipients of many advertising hints for their meritorious water. They think the best thing that has come their way is the following little addition to their attractive slogan on the billboards and which was received together with an order for a carload of Pluto.

When Nature won't—Pluto will.

And when Pluto won't—make out your will.

D. O. McKINNON, General Manager

Montreal Office—507 Southam Building.

English Representatives:

SHARLAND & Co.
Eldon Street House,
London, E. C. 2**The
RETAIL DRUGGIST
of Canada**

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, Editor

Subscription Rate, \$1.50 per year in Canada, Great Britain and British Colonies: \$2.00 to the United States.

Publication Office:

51 WELLINGTON WEST
TORONTO
Phone—Adelaide 6426**DON'T FORGET
THE INVENTORY**

The druggist should now begin to give thought to the matter of his inventory—of taking stock and making out a financial statement for the year. There is real need of every business man making a practice of making out an annual statement of this kind regularly. In addition to the satisfaction and value to himself, the making out of an income tax return each year gives an added reason for giving attention to this matter.

The old days when the druggist could afford to neglect the matter of an annual inventory have passed. Profits are too small and competition too keen to leave the question of whether sufficient progress is being made or not to guess work. The druggist of today must know for a certainty whether he is going ahead and to what extent and the only way to accurately gauge this is to get all the particulars as to his resources and liabilities before him at least once a year.

Around the turn of the year is an excellent time for this work. Trade slackens temporarily sufficient to allow this work to be done. Elsewhere in this issue will be found articles offering suggestions for conducting this work to advantage.

**STOCK AT COST
AND RETAIL**

A good many druggists make a practice of taking stock both at cost and retail. Stock sheets generally have a space for both these. There is an undoubted advantage in having both the cost figures and the selling figures for your stock. They give an excellent gauge as to the gross profits both in regard to the whole stock or any particular line.

For instance, if you found the total cost price of your stock was \$3,000 and the selling price at the figures you have set was \$4,000, that would mean a gross profit of \$1,000 on sales of \$4,000, or 25 percent. On the other hand, if the stock cost \$3,200 and the total selling price was represented as \$4,000 that would mean that your gross profits on your stock only ran 20 percent.

You might find that the cost of your provisions and kindred lines ran \$800 and the computed selling price totalled \$1,000. That would mean a gross profit of 20 percent. If the cost was \$900 and the selling price \$1,000, the profit would figure out at 10 percent and this would indicate to you that you were not getting sufficient profit on your meats. The lines that were pulling the average profits down could be located and the selling prices on them could be readjusted.

It is an easy matter to put down the selling figures at the same time as the cost prices.

**NEXT YEAR'S
CALENDARS**

A large percentage of druggists make use of calendars for advertising purposes and a good many plan early in the year just what they are going to do in this connection for the next season. It is a desirable time, as your experiences with the past year's calendars are fresh in your mind and some improvement in the type of calendar sent out or the method of distribution may have suggested itself to you.

A druggist whom the writer talked with recently said that during the past few years he not only gets out an ordinary calendar for customers, but a larger one for placing in stores and public places. It is a large and attractive one and other dealers and public institutions are glad to make use of it. He believes that he receives a good deal of valuable publicity.

Another druggist who does not issue a yearly calendar at Christmas time follows the plan of issuing monthly calendars. These are smaller than the usual ones, but are dainty and are frequently put in a prominent position that would not be given to a large one. Twelve different messages are in this way presented during the year, instead of one.

USEFUL TABLE FOR FIGURING PROFIT

It takes more than a little mental arithmetic to find out what percentage of profit is made by adding a certain amount to the cost price of goods and, as every successful retail druggist realizes that he must figure his profits on sales and not on costs, it would be well to keep the following table handy. Cut this table out now and paste on card for ready reference.

5% added to cost is			4 $\frac{3}{4}$ % on selling price		
10	"	"	9	"	"
15	"	"	13	"	"
20	"	"	16 2-3	"	"
25	"	"	20	"	"
30	"	"	23	"	"
33 1-3	"	"	25	"	"
40	"	"	28 $\frac{1}{2}$	"	"
45	"	"	31	"	"
50	"	"	33 1-3	"	"
60	"	"	37 $\frac{1}{2}$	"	"
66 2-3	"	"	40	"	"
70	"	"	41	"	"
75	"	"	42 $\frac{1}{2}$	"	"
80	"	"	44 $\frac{1}{2}$	"	"
85	"	"	46	"	"
90	"	"	47 $\frac{1}{2}$	"	"
100	"	"	50	"	"

Start 1922 Off With An Inventory

ONE of the best times for the taking of an inventory and the making out of a financial statement is at the beginning of the year. It is a time when a slight lull in business allows an opportunity for the work. Besides, income tax returns are supposed to be for the calendar year.

Remember that taking stock is only the first part of the work. You should make a complete statement of your resources and liabilities, showing the exact net worth of your business. Then, when you make out your statement on a similar basis a year hence it will be a true reflection of your actual profits or income during the year.

The following sample summary will give the druggist an idea of how to go about the work of making out such a statement

Resources

Amount of stock.....	\$2470
Accounts on books.....	1235
Fixtures and equipment.....	675
Cash in bank.....	535
Cash on hand.....	90
Bills receivable.....	370

\$5425

Liabilities

Amount due on stock.....	\$1365
Drafts and cheques signed.....	315
Other obligations.....	90
Resources over liabilities.....	3625

\$5425

Resources over liabilities—this year.....	\$3625
Resources over liabilities—year ago.....	2500

Net profit for year..... \$1125

O.C.P. DECEMBER EXAMS

The Ontario College of Pharmacy junior examinations resulted in the following students being successful:

Lyle Alexander, N. J. Allen, G. M. Argue, F. G. Armstrong, Florence M. Asher, Harold J. Awde.

F. Harry Ball, May Barber, Oscar A. Barrette, Chas. A. Beattie, Clarence M. Bennett, F. N. Black, Harold S. Beehmer, Harold Beetinger, Russell P. Bower, Arva E. Brokenshire, E. W. Brown, L. B. Brown, Myrtle Buchanan, Ruth A. Buchanan, R. A. Burke.

W. S. Clark, Wilbert G. Connery, Baden Connor, R. A. Cottrill, Leonard L. Coulter, E. A. Craig, Elizabeth Crosby, Russell R. Cross, George Curtis.

J. Bert Davidson, W. E. Donaldson, James P. A. Duffy.

Glenn Eby.

Charles Finlayson, Earl M. Fulton.

Rufus W. Gilley, W. E. Goodall, R. F. Goodbrand, N. M. Graham, J. A. Greenberg, E. N. Gregory, N. A. Greig.

W. D. Hamilton, Edith Harrison, Leslie M. Heard, John A. Hearn, W. G. Hill, W. Hollingshead.

J. Jackson, J. L. James, Fred C. Johnson, Chas. E. Julian.

F. F. Keaney, W. W. Kenny, Ardis J. Kennedy, W. T. Kerr, D. F. Kirkland.

S. M. Lapp, Fred Lamey, Joseph A. Lasby, Reginald Leach, Edgar Lightfoot, W. S. Luton.

Fred W. Mackenzie, Sister M. Madeleine, Leonard Magee, C. L. Martin, Annie A. Mastin, John C. Maxwell, Percy T. Moisley, Alice E. Moore, Fred H. Muir, Thomas Mulhall, Victor L. Mutton.

T. F. McAuliffe, Lulu McCutcheon, Christine McGregor, Hugh McPhee.

W. S. Nesbitt, Elwood H. Northey, K. G. K. Nyman, Wm. Owen.

L. W. Peterson, J. L. Pickering, E. A. Pleasance, J. E. Plunkett, Harold A. Porteous.

Ewart C. Ralph, W. H. Reid, John Riddell, R. Wesley Robb, W. E. Roberts, E. H. Rodger.

Robt. E. Saunders, Floyd A. Seovell, Russell P. Sharp, C. D. Sills, J. Arthur Simons, E. A. Smith, R. B. Smith, Don E. Snider, Wm. J. Southwell, U. E. Stoneburg.

Lillian Thompson, T. W. Thomson, W. H. Till.

Cyril G. Uleh.

James Walker, F. E. Weaver, E. Everil Webb, Walter E. Weber, Frank H. Weldon, A. C. Wilson, L. A. Wilson, C. J. Wimbush, F. P. White, Fred C. Wood, F. H. Wray, James Wylie.

R. F. Young.

Highest in subjects—Pharmacy, N. M. Graham; practical pharmacy, J. L. Pickering; biology, May Barber; chemistry, May Barber; practical chemistry, N. M. Graham; Latin, posology, etc., Lillian Thompson; physics, F. G. Armstrong.

Granted aegrotat with pass standing—Violet Braiden, Constance Spittel, C. A. Turnbull.

Starred in subjects—Henry Bailey, biology; L. I. Briggs, Latin and Posology; W. C. Donaghy, pharmacy and chemistry; O. J. Emory, chemistry; T. C. Eyre, biology; S. C. Lombard, chemistry; R. R. McKennitt, Latin and posology; E. W. Quig, biology; Marjory Richardson, pharmacy.

All subjects—Geo. J. Orr.

Uncompleted examination—G. F. Worrell.

The supplementary examination will be held January 3 at 9 a.m. The lectures of the senior term will commence on January 4 at 10 a.m.

NORVIC BANDAGE BUSINESS SOLD

The Norwich Crape Co., Ltd., of Norwich, England, have sold the processes, trade marks and good will of their "Norvic" crepe bandages to Grout & Co., Ltd., of Great Yarmouth, England. The Norwich Crape Co. was established in 1856, and Grout & Co. in 1806.

A GUARANTEED STERILIZER

An interesting leaflet describing the exceptional merits of "Sterilendum" Enema has been issued by Messrs J. G. Ingram & Son, Ltd., Hackney Wick, London, England, who will be pleased to forward a copy to all who apply for one. "Sterilendum," say the makers, is wholly sterilizable, it being specially produced to meet the demand of leading members of the medical profession and others interested in hygiene.

Methods That Helped Druggists Increase Sales

Novel Show Cards—Rest Room For Motorists—Postage Stamp Sales Give Publicity—Value Of Circular Letters.

NOVEL WINDOW CARDS

An Oshawa, Ontario, druggist, W. Thompson, is using a means of making particularly attractive window cards that any drug store could use. He cuts out the covers from the *Saturday Evening Post* that could be connected in some way with the window display that he has in at the time and posts them on sheets of cardboard. For instance, there was a display of boxed chocolates and he had the front cover that appeared a short time ago of a boy off to see his best girl. On the card underneath the picture he had wording appropriate to the occasion.

REST ROOM—MOTORISTS WELCOME

In the case of a druggist located in a small town or village we believe a sign like the above would attract many motor parties.

Not many of these rooms are in existence at present, but there will be more in the near future. Nothing elaborate is needed, just a pleasant little room with a

WHY TRADE IN YOUR STORE

What are the seven main reasons why people should trade at your store? Why not let your customers tell of them? Announce that a pair of gloves will be given to the man or woman who writes you the best letter giving "7 reasons why people should trade with you."

Place all the letters in your window full against the glass, and publish the best letters in your newspaper advertising.

The rewards above are only suggested and merchandise from stock can be selected if preferred. It is also advisable to have small inexpensive consolation rewards for each contestant.

POSTAGE STAMPS MAKE FOR SALES

In a small New England town, says an exchange, a druggist makes a specialty of selling postage stamps. He says that retailing two-cent stamps for two cents is the most profitable line in his store. These sales would be extremely unprofitable if he handled stamps grudgingly or grudgingly, saying by his manner: "Whatta you mean by bothering me to sell you postage stamps?" But he has signs in his window telling that he has plenty of stamps, and makes a special effort to be more pleasant and accommodating and gracious about a stamp sale than at any other time. He has attracted thousands of permanent customers in that way. "A new customer is worth many dollars a year," he observes, "whether the thing that first brought him in is postage stamps, cigars or whatnot. So having enticed him in, why should I do anything to make him sorry he came?"

AS THEY ENTER YOUR STORE

Draw your customer's attention to goods you desire to push, and which can be displayed in this manner:

Run a continuous line of clothes line rope from one wall to the other, letting it hang loosely.

Letter a display card in large letters: "A Good Line of —," and attach to centre of loose or lower line.

Place weights back of sign on lower line which will pull upper line taut.

Hang merchandise on line, fastening with clothes pins, pins or clasps.

BUTCHER STORE SELLS DRUG LINES

A meat store concern in Toronto operating several branch butcher shops is evidently going into the drug business, judging by a recent advertisement which appeared in that city's dailies. Here is the list of "drug bargains" and prices:

Lysol, large size, reg. \$1.25, each 83c; medium size, reg. 65c, each 43c; small size, reg. 35c, each 23c.

Pebeco Tooth Paste, reg. 50c, special 33c.

Sani-Flush, tin 25c.

Snap, tin 15c.

Mennen's Talcum Powder, reg. 25c, each 15c.

Mennen's Shaving Cream, reg. 50c, tube 33c.

Rubber Rings, for gems, fine quality rubber, 3 doz. 25c.

Parowax, box containing four cakes, each 15c.

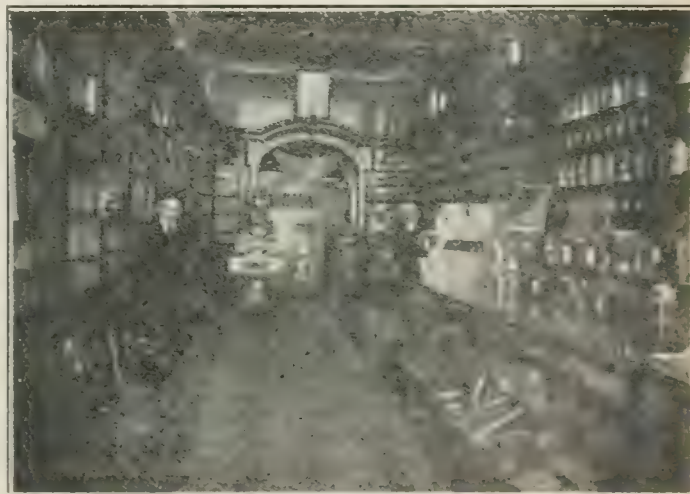
Kkovah Health Salt, Lemonade or Orangeade Powder, 2 tins for 22c.

Powdered Borax, reg. 10c pkg., special 2 pkgs. 15c.

Round Bath Soap, reg. 15c each, 3 large cakes 25c.

CIRCULAR LETTERS

Retailers have an excellent opportunity to reach customers in their own district by means of letters. This



Interior of Geo. N. Collins' "West End Pharmacy" at 18 West Main street, Welland, Ontario.

medium is of value because people in their own homes have more time to give to the message. A good plan to inform your customers that you handle photographs and records is—make a list of people in your district

whom you know have a machine, and place on your list also the names of those who appear interested in the machines in your store. Write and tell them each time you receive a shipment of records, and invite them to visit the phonograph department and hear

the records played. They will be sure to tell their friends and if no sales result at the time the extension of your patronage is assured. People will know that it is not necessary to go uptown to the music shops when they can buy the latest at their own drug store.

WHY DRUGGISTS LOSE CIGAR SALES

THAT druggists are losing some of their cigar and tobacco trade because of their ignorance of, or carelessness in, keeping their stocks moist and in the right temperature has been brought to the attention of the Retail Druggist on several occasions within the past month.

One of these incidents had to do with a drug store on one of the more prominent streets in the upper section of Toronto. A certain customer had been going into that store almost every morning for a cigar to smoke on his way down town, and noticed that his favorite brand of cigar did not taste like the one he got at a cigar store in the business section.

A new branch cigar store opened near this particular drug store, and it was not long before it had pulled a considerable portion of the trade away from the drug store.

The gentleman who told the story said there was only one reason why he changed—it was because of the quality (or, rather, lack of quality) of the cigar he purchased at the drug store. The druggist kept a fine store. It was clean and bright; the clerks were obliging but the cigars were dried up, although the equipment in the store was up-to-date. The fault lay in that all the advantages of the equipment were not put into use.

There are special cigar and tobacco cases now made with humidor features, which, with a little attention, will render satisfaction even to the greatest cigar crank. The humidor feature is the real secret of success of the cigar store that does big business.

The development of cigar sales in drug stores has been rapid, where the proprietor knows his stock and knows how it should be kept. This keeping of cigar stocks just "right" has led to an investigation of the whole principle of even temperature, and it has been found that the old principle of keeping a receptacle of water or a water-soaked sponge in the bottom of the case is all wrong, for water moisture being heavier than air will not rise but fall. Now the modern humidors have water pans at the top, so that the moisture will fall and so keep the stock at an equable temperature.

Most drug stores are equipped with modern fixtures in which the humidors are a feature. But the trouble lies in the fact that the equipment is not made to work properly. A little investigation into the quality of your stock with the amount of moisture necessary to keep it just right, and a little attention to the waterpan once a week will help make for more satisfactory sales and a greater number of pleased customers.

GET YOUR SELLING MACHINERY IN GEAR WITH SALES QUOTA.

The biggest problem in many a business today is to get its sales volume in proportion to its overhead.

It would be very expensive to use a big locomotive to draw a car that might be pushed by hand. A locomotive

must have a load suited to its strength, or it is operated at a loss.

Just so, on every hand at present we find concerns who have selling machinery too large for the amount of their sales.

There are only two ways to strike a balance.

Increase your sales, or cut down your overhead.

Many firms are finding it necessary to do both.

Perhaps you cannot cut down such items as rent, lighting, telephone and other fixed charges.

But a little co-operation on the part of everyone will help you to reduce charges of the following nature:

Spoilage, wasteage and shrinkage.

Delivery expense—routing may be simplified and a good many small deliveries eliminated.

Overdue accounts and bad debts.

Old or slow-moving stock that eats up interest on capital.

Too many lines that tie up too much capital.

Man power—think how much more business could be done with the same man power, if every one "buckled in" to do his work just a little more methodically and more energetically.

Figure your monthly intake against your monthly outgo, and see what the ratio is. Watch the ratio grow month to month. It will be an inspiration to do away with useless expense and to work for larger sales.

The motto for all business at the present is: "Every little bit added to what you've got, makes just a little bit more."

One of the best ways to make steady customers is by cultivating the casual shopper who drops in once or twice.

Don't hesitate to ask her to call again.

Get her name if you can, and remember it.

The reason why many stores do not increase their steady patronage faster is because they treat every newcomer as "one of the crowd" that comes and goes. Their manner, though it may be courteous, seems to say, "We never saw you before and wouldn't know you if you called again."

Human beings like to be recognized as individuals.

One dealer we know thanks every first-caller for her patronage and hands her a neatly printed card on which is stated the service policy of his store. That gets him many new, steady patrons.

Stick To Reliable Connections.

Dealers were able during the period of rising prices, to make a speculation profit on many things.

Now, profits must come from turn-over. And rapidity of turn-over depends upon the goods you handle and the service you give.

Therefore, handle the goods that have trade-building quality, that are accepted without question by every one.

Do business with the firms upon which you can depend to help you operate on a service-rendering basis.

To meet competition these days, and to build up your trade, you need prompt deliveries, thoroughly reliable merchandise and all the sales you can get.

TIME TO THINK OF BETTERING THE FOUNTAIN SERVICE

Paper service at the fountain as a sanitary service — Hot drinks for cold days.

WITH the turn of the year the fountain will now come in for some consideration—what should be one with it when the rush season comes on; how to improve the service; how to increase sales

One of the services that can be rendered, perhaps more efficiently from a sanitary standpoint is in the matter of paper cups. It is generally conceded that paper cups and dishes are more satisfactory for fountain service than glassware.

The customer, when eating or drinking from paper utensils, has the satisfaction of knowing that the container has never been used before. Because of this fact, he feels reasonably secure from germ contamination from this source.

The assurance on the part of the customer, too, would seem to be justified from the standpoint of the druggist, providing the stock is kept in a clean place and is always handled under strictly sanitary conditions.

When a shipment of paperware is received and properly stored the next thing is to see that the boxes or cartons when opened are securely closed again, to prevent dust or dirt from entering. A good way is to cut a cover around three sides of the carton and let it hinge on the fourth. By this plan a part of the contents of the package can be removed and the cover dropped back into place again, thus securing it from dirt and dust and from prowling mice or the store cat.

At the fountain, too, the paperware should be protected from dust and other contamination by being kept under cover as much as possible.

From the standpoint of cleanliness and convenience, paper service would seem to get the vote, but to attain to the high degree of efficiency of which it is capable the service must be handled with scrupulous attention to all the rules of hygiene. Nothing can be left to chance.

SOME HOT DRINKS FOR COLD DAYS

Hot Clam-Tomato

Pour one ounce of clam bouillon into a mug and add a half ounce of tomato bouillon. Season to taste and fill with hot water.

Clam Broth

Fill a mug one-quarter full of clam juice; season with pepper and salt and fill with hot water.

Hot Clam and Lime Juice

Pour an ounce of clam juice into a mug; add a teaspoonful of lime juice; season to taste and fill with hot water and serve.

Coffee Malted Milk

Into a shaker put 1½ ounces of coffee syrup, one egg, 2 teaspoonfuls of malted milk, a scoopful of shaved ice, and enough milk to fill the glass. Shake well, and strain into a clean glass containing a little whipped cream. Top with grated nutmeg and serve with straws.

Egg Chocolate Hot

Mix thoroughly in a shaker 1½ ounces of hot chocolate syrup, one egg and a teaspoonful of sweet cream. Strain into a cup, fill with hot water and top off with whipped cream.

Hot Morocco Maize

Put two teaspoonfuls of malted milk into a mug, add hot milk and stir until dissolved; then add one ounce of hot chocolate syrup and fill with hot milk.

Hot Chocolate Fudge Dressing

This is by far the most popular of these warm dressings. Into a copper kettle (if you only have an ordinary gas stove, use an aluminum kettle) put a pint of water, add four pounds of sugar and cook until it dissolves. Then add 12 ounces of cocoa and cook until it boils. Then add two pints of heavy cream and bring to a good boil again. If desired, an ounce of vanilla extract may be added. Keep this dressing warm and if it becomes too thick, dilute with a little hot milk.

Information That The Druggist Should Have

SUGGESTIONS FOR INCREASING SALES VOLUME

Newspaper advertising.

Have salespeople push some particular item every day.

Have some store representative call on every family moving into the neighborhood.

On Saturday offer week-end specials.

Phone certain good customers when you have a particularly nice stock, a special sale, or anything else of particular interest.

Have a small slip printed to be pasted on the cover of telephone directories. This can read: Emergency calls—Fire department 36; Police department 71; Drug store 20.

Inaugurate some particular section of the store or show window for displaying specials offered at bargain prices. Make this something new every day so as to get people to want to come to the store to find out what specials are being offered.

Promote contests among your salesforce to see which salesman can sell the greatest volume of some certain lines during the period of a week.

Have a clerk or the cashier suggest some special line every time she answers a telephone call from a customer.

Induce customers to come early in the morning by offering special 5 per cent discount on all goods bought before 9.30 a. m.

To promote cash sales and buying in larger quantities offer a 5 per cent. discount on all purchases of \$3 or more at one time, if goods are paid for in cash.

FORMULARY

Special Preparations for the Druggist

Eczema Ointment

Acid Salicylic	1.3 Gm.
Ointment of Zinc Oxide	8.3 Gm.
Hydrous Wool Fat	8.0 Gm.
Solution of Calcium Hydroxide, a sufficient quantity,	

To make 60.0 Gm.

Witch Hazel Ointment

Fluidextract of Hamamelis, N. F. . .	100.0 Cc.
Anhydrous Wool Fat	600.0 Gm.
Soft Paraffin	300.0 Gm.
Mix by titration in a warm mortar.	

Veterinary Liquid Blister

Euphorbium	1 oz.
Sulphur	2 ozs.
Cantharides	2½ ozs.
Acetic Acid	40 ozs.

Macerate for a fortnight and then strain.

Bijou Cleaning Fluid

Methyl Salicylate	4 cc.
Chloroform	8 cc.
Ether	4 cc.
Benzine, a sufficient quantity to make.	500 cc.

Thoroughly brush the garment to be cleaned. Saturate a cloth (if possible of like material as the garment) with the cleaning fluid; apply and rub with a circular movement.

A Hair Tonic

Quinine Sulphate	10 grains
Sulphur, washed	180 grains
Tincture of Cantharides	2 fluidrachms
Tincture of Capsicum	30 minims
Bay rum	4 fluidounces
Spirit of Lavender	4 fluidrachms
Distilled Water	8 fluidounces

Triturate the first two ingredients in a mixture of the next four, then add the water in divided portions, shaking after each addition. Allow the completed mixture to stand three days, with occasional agitation, and finally filter. The addition of a small amount of caramel will impart a darker color.

Earache Remedy

A combination of sweet oil with fluidextract of conium, hyoscyamus, or belladonna would perhaps be valuable in relieving the pain of earache. Certain persons, however, are particularly susceptible to the actions of hyoscyamus and belladonna.

A mixture of 1 drachm of campho-chlorol (formed by combining to a liquid equal parts of camphor and chloral), ½ fluidounce of sweet almond oil, and 6 fluidounces of glycerin, when dropped in the ear twice a day and kept in place by putting a little cotton-wool in the ear, is also said to give relief in cases of earache. Only a few drops are required.

Mouth Wash

Thymol	1.0 gm.
Eucalyptus Oil	2.0 cc.

Tincture of Cudbear	8.0 cc.
Alcohol	300.0 cc.
Water, a sufficient quantity,	

To make 1000.0 cc.
Syrup Iron Malate Compound

Crude Malate of Iron	10.0 gm.
Cinnamon Water	40.0 cc.
Syrup of Orange	200.0 cc.
Tincture of Cinnamon	10.0 cc.
Glycerine	240.0 cc.
Syrup of Rhubarb, a sufficient quantity,	

To make 1000.0 cc.
Liquid Court Plaster

Pyroxylin	1 dr.
Oil of Clove	20 min.
Oil of Lavender	10 min.
Amyl Acetate	5 drs.
Benzol	4 drs.
Acetone	20 drs.

Dissolve the pyroxylin in the amyl acetate and mix with the other ingredients.

It is estimated that the women of the United States spend about \$750,000,000 annually for cosmetics and at least \$1000,000,000 for perfumery.

The production of the glass industry across the border has doubled in the last five years. The number of plants has increased from 348 to 367. The output of the industry is valued at more than \$250,000,000 annually, against about \$125,000,000 in 1914.

PLUCK

By Edgar A. Guest.

When things are running crosswise and the engine's out of gear.
When the road is rough and rocky and the sky is far from clear,
When you're plainly up against it and you're surely out of luck,
That's the time to use your courage and to show your stock of pluck.

Most anyone can travel on a road that's smooth and clear,
And anyone can get there if he only has to steer.
But when the motor's balky and you're running in the muck,
If you're ever going to get there you must call upon your pluck.

There's no thrill in easy sailing when the skies are clear and blue,
There's no joy in merely doing things which anyone can do.
But there is some satisfaction that is mighty sweet to take
When you reach a destination that you thought you'd never make.

So when everything's against you and your plans are going wrong,
Just face the situation and keep moving right along—
Don't sit down and wail and whimper, even though you may be stuck.
You're not absolutely helpless if you still possess your pluck.

BOOKKEEPING FUNDAMENTALS *for* DRUGGISTS

Some basic facts to keep in consideration — Proprietor's salary —
Accounts — Interest — Depreciation.

Proprietor's Salary

EVERY proprietor of a retail drug store should charge a salary for himself as an operating expense of the store. The salary charged should equal what he the store. The salary charged should equal what he could earn if doing the same work for someone else. In the general ledger an account is opened for "Proprietor's Salary." This account is credited with the amount debited to expense for his salary. The "Proprietor's Salary" account is debited with the cash which he withdraws for salary and with the merchandise taken out of the store for his family use. The balance at the end of the year shows how much he is leaving in the business as additional investment or how much he has overdrawn.

The amount of merchandise taken out of the store for the proprietor's family use and debited to his salary account is credited to "Gross Sales." Although it may cost the proprietor somewhat less to sell goods to his own family, nevertheless he incurs handling expense for these goods just as for merchandise sold to his customers. His books cannot show the real results of his business unless these goods are accounted for.

Customers' Accounts

The accounts with individual customers are kept in numerous ways. In some stores, the record of charge sales is kept on cards, one for each customer, with the cards filed alphabetically. Another method is to file a copy of every sales slip, the slips for each customer being filed together. The total amount owed by each customer is shown on the latest sales slip. Customers' accounts may also be kept in a customers' ledger, with an individual account for each customer on which the charge sales and payments on account are entered. This provides a complete record of the transactions with each customer. The choice of the method of keeping customers' accounts depends entirely upon the needs and preferences of the individual grocer.

Creditors' Accounts

In some stores invoices for merchandise purchased are filed under the name of each firm to which the grocer owes money, and totals are entered on the last invoice. This is seldom satisfactory. In other stores a separate card record is kept, one for each creditor, on which credit purchases and payments on account are entered. The most progressive grocers, however, generally prefer a purchase ledger in which a separate account is opened for each creditor. All purchases and payments on account are then entered in the proper spaces and a full record of the transactions with each creditor maintained.

Interest on Capital—Owned

Every business should yield the owner interest at a fair rate on the capital which he has invested. This interest charge should be reckoned as an item of expense. The net investment on which interest is

charged excludes real estate because the charge for the use of real estate is made to "Rent."

The average net investment on which interest is charged is the average net worth of the business for the period, not including real estate. The net investment is the sum of the assets (not including real estate) less the sum of the liabilities to outsiders (not including capital stock or surplus of a corporation or undivided profits). The assets include cash, merchandise on hand, equipment at depreciated value, notes and accounts receivable, and prepayments such as prepaid insurance. Good-will is not included unless purchased outright. The liabilities include notes and accounts payable and accrued items such as unpaid taxes (not mortgage on real estate).

A corporation determines its net investment in the same way as a proprietorship or a partnership, irrespective of the amount of capital stock issued. The capital stock authorized may or may not equal the net investment; hence the net investment must be determined independently.

The rate of interest to be used in calculating the amount to be debited is the ordinary rate on long time, reasonably secure investments in the locality in which the business is situated.

This account is credited with interest received on bank balances. The balance of the account is the entry on the profit and loss statement for interest on capital owned.

All the amounts which are debited to this account are credited to interest and rentals.

Charging of Rent

Just as the business is charged with salary of proprietor or partners and with interest on owned capital it is charged with rent when the store is owned. The amount debited to this account should be the amount for which the store could be leased. It is an expense which the business fairly should bear. By including rent in expense whether the store is owned or leased, every business is placed upon the same footing for making comparisons.

The amount debited for rent of owned store is credited to interest and rentals earned. If the store were leased, insurance, taxes, and repairs on the building would be paid by the landlord, and covered by the rental charge; hence when the store is owned, these charges are debited to interest and rentals earned. When part of the building is subleased, this account is debited with the rent paid for the property as a whole, and credited with the amount received for the part subleased. The debit balance which is the net rental paid, is the expense which the retail grocery business incurs for rent.

Depreciation of Store Equipment

As equipment grows older it becomes less valuable. This loss in value is one of the operating expenses

which must be accounted for. The probable life of the equipment should be carefully estimated and the original cost divided by the number of years which it is expected that the equipment will be serviceable. This shows the average amount of yearly depreciation which is to be debited to this account.

Thus, if the cost of the store equipment is \$1,420, and it is estimated that it will last for ten years, \$142 is debited to this account each year. As additional equipment is purchased, similar provision for its depreciation is made.

ENCOURAGE RECORD SALES

(Continued from page 19)

list. The salesman may, or may not, be able to persuade the customer to spend enough time to listen to two or three other records on the chance that they may appeal to him. It often happens that even when a customer cares to listen to an extended demonstration he does so with the feeling that he does not want the record played, but let him choose his own titles and try them on the machine and he will pick out and buy his own selection.

HOW TO PICTURE YOUR BUSINESS

A retailer should see that the cost-keeping and accounting systems are running smoothly. He should then utilize the product of that system to the fullest degree.

It is vital to the success of every business that careful records be kept of cost materials and labor, overhead, and of profit and loss. It costs every business man real money to get these figures; to keep them up to the minute—to analyze them. Such records represent an investment in real money.

The use to which you put them decides whether they are an investment or an expense. By themselves figures are of no use. It is what they indicate, the story they tell, the moral they point, that counts. They are very valuable by comparison with other reliable figures. That being the case, what is the smallest, easiest, cheapest way to use those figures, to compare them, to analyze them?

Here is a suggestion that has proved profitable to other retailers. Try it in your own establishment.

Get a few sheets of "cross-section" paper. It may be obtained from any stationer for about ten cents. If necessary plain paper, ruled for the occasion, may be used.

Sales and expense charts can be ruled as shown. Each horizontal line may represent a definite sum of money. In the cut showing sales by years, the lowest line is the \$1,500 mark for total sales, and each line above adds \$100. Every business man will, of course, take his own figures and will make the difference between the lines whatever value he chooses. For instance, one may start at \$1,000 as his lowest mark for a month's sales, and add \$50 for each line; another will start at \$2,000 and run \$200 at a step up to \$4,000.

The example shows year's line began with \$2,000 sales in January, dropped to \$1,950 in February, and so on through the year. The highest points reached were in June and August. The line for the next year shows a better condition of sales, for nowhere does it dip below the "graph," or "curve" for the preceding year.

The value in such a chart is that it shows the tendency. This the business man should study. For instance, the second line ending in October has shown a marked tendency all through the year to stay from \$200 to \$300 higher than the first line, so that it is reasonable to expect it to hit around to \$2,300 in November and \$2,200 in December.

Naturally the manager will do everything possible to keep the new line skyrocketing so as not to fall below the line for the preceding year at any point.

It is a good idea to keep such a chart before the salesmen at all times, to keep up their enthusiasm in the effort to beat last year's line. Another value lies in their bringing home to the proprietor the variations in his business.

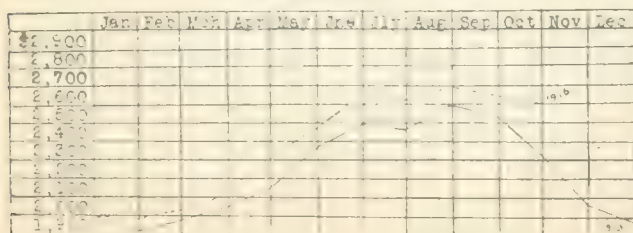
Many retailers and manufacturers have been using "graphs" for years with telling effect. Their charts show the "peaks," the "valleys" and the "plateau." Thus they are able to put their finger on the precise part of the business to be given added impetus, or cut down, as the case may be. Other dealers can also use this same plan to good advantage. It is very important to smooth the "peaks" and the "valleys" out so that the line will run along pretty regularly throughout the year.

Of course these charts are not intended to replace business records—merely to supplement them. Their big help is in encouraging the sales and office force to do better; to "picture" at all times, the trend of the business.

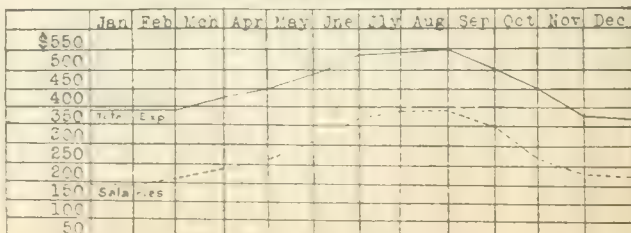
Help

- Help your jobber to help you.
- Buy standard merchandise.
- Do not return items you have bought.
- Do not cancel orders placed in good faith.
- Keep the bargain counter working.
- Buy from your home jobbers.
- Collect closely and pay promptly.

SALES CHART



EXPENSE CHART



Sample chart furnished as convenience only.

PROFITABLE SALES FOR DRUGGISTS HANDLING TALKING MACHINES

The line must be pushed and demonstrated to get results—Reading about the “other fellow” helped Toronto druggist.

THAT there is a profit in selling talking machines and records is the experience of those druggists who have made efforts to push them.

There are a number of Ontario druggists who are now handling the line, and they expect to sell many records during the next three months, as many machines were sold just previous to the Christmas season.

Beasley's drug store at 2501 Yonge Street, Toronto, is one of those firms handling musical machines and records, and the proprietor is very well pleased with results. Mr. Beasley started in a small way, being attracted by the possibility of sales in his new and growing community through reading an article about “talking machines bringing dollars to druggists.”

This article went on to say that there was profit in talking machines and supplies, but that to handle them to advantage one must have room in which to demonstrate them. The drug store is particularly adapted to the selling of records, as it is open when many of the regular music stores are closed. It is profitable to the drug store, too, as the majority of customers who come to hear records demonstrated will think of other things they need—especially when they are attractively displayed—and take the opportunity to buy them. For this reason the demonstration booth, or section, or room—according to the amount of space the merchant is able to give—should be in the rear of the store.

Experience of Druggist Handling Records

The views of a druggist who has handled phonograph supplies for years in a large drug store in one of our Canadian cities will be sure to be of interest to any druggist contemplating taking on a line of talking machines.

“We find the phonograph business a profitable one, when it is properly handled,” he said. “We first undertook to sell phonographs in the ordinary way—that is, we kept a machine, with a few records, on the main floor, and any clerk who happened to get the prospect made the demonstration. We sold a phonograph only occasionally, and sometimes at a discount because the machine had been demonstrated until it was considered second hand. The records, stacked somewhere conveniently near the machine, were usually dust-ridden or scratched before they were sold.

“Early in 1917 we decided either to close out the stock on hand or to open a phonograph department on a large scale, and eventually decided on the latter. We built an attractive sound-proof demonstrating room on the second floor, with plenty of record shelving, and installed a stock of \$500 worth of machines and records.

“To get our line before the public we announced a concert. We had a singer, a reader, and an orchestra, all home talent. After filling every foot of space we had to turn people away. The cost of putting it on was about \$50. We consider that piece of advertising

worth to the store in general far more than the cost, and the phonograph department is still receiving inquiries directly traceable to the concert.

Special Salesman for Department

“We began advertising in the daily and weekly papers, featuring new records and phonographs on easy terms, and used window displays furnished by the manufacturer.

“To save the cost of a salesman for this department, we had one of our regular men study the selling of talking machines and records. Whenever a customer mentions a phonograph he is immediately turned over to the phonograph man.

“If the prospect lives in town the salesman suggests that a machine and an assortment of records be sent to the home for two or three days' trial, to which the customer usually agrees. If the prospect is from the country he is asked for a small payment. If at the end of a week he is not satisfied he may return the machine and records, and receive back all his money. He feels that he is getting a phonograph on trial and yet won't return it as quickly as if it were carried out without a payment. If the prospect is not closed while he is in the store, his name is placed on a card index file and at the end of the week he is called by telephone or receives a letter. A few follow-ups of this kind usually bring a sale, or an expression from the customer that he expects to buy at a later date, generally in the fall. He is then put back in the prospect list, to be called at the opportune time.

“This cultivation of the phonograph department has built up a respectable trade, and has helped us in other sales.”

ENCOURAGE RECORD SALES THROUGH SELF-SERVE METHODS

The self-service idea gets away from the obligationing ground in all sections of the country, as druggists handling records learn to appreciate the value of such service in building up record sales. The idea is not entirely original in the talking machine trade, for the same plan has worked out in book stores and other channels for a number of years, and is based primarily on the theory that while some customers demand the services of a salesman there are others who prefer to browse around themselves—look over records at their leisure and feel free to select or reject any of them without having the salesman cast upon them a glance of deep regret.

The self-service idea in record selling is steadily gaining purchase in one sense, but on the other hand encourages purchase. The average customer enters the store with a definite object in view. He wants this or that record, or to hear certain records from the new monthly

(Continued on page 18)

BUILDING UP A CANDY DEPARTMENT

Experience of suburban druggist in interesting first the children and then the adults —
Some display suggestions — Special sale awakens interest.

MORE druggists handled candies this past Christmas season than ever before, and it is quite likely that more of them will continue the line as a side line throughout the year than was the case during 1921.

S. R. Sills of Toronto is one druggist who has ideas in regard to candy selling, as well as other side lines. He has interested the children in his candy department, and believes they will grow up and be good customers of his in the years to come. We think so, too.

Mr. Sills' experience is similar to that of other druggists who have built up their drug business in a new and growing community. In the same block with his place of business is a combination meat market and grocery store, the Saturday sales of which run between two and three hundred dollars. These sales are of food-stuffs that people have to have every day or so, and are bought in fairly good quantities; the percentage of profit runs from ten to twenty-five.

The business enjoyed by this store convinced Mr. Sills that if he had some line of such common and large consumption he could afford to work on a smaller margin of profit. The greater volume of sales would enable him to make more money.

The nearest approach to foodstuffs seemed to be candy, a product which not so many years back was a luxury, but which to-day is regarded both as a food and a necessity in a great many households. It was with this line of merchandise that he decided to make a bid for more business.

The first thing that attracted attention was the way the stores run by Greeks displayed package goods. Fancy boxes were piled high on the counter. Adopting this method was a little difficult at first, for things left on the counters of drug stores have a habit of disappearing. He overcame this by buying at least two dozen boxes of each kind of pound packages and piling the entire twenty-four so high on the counter that it was impossible for any one to pick up a box by mistake and put it in a bag. Two piles on either end of the show-case, with a price card, showed up well. It was a chap of a very economical disposition indeed who could get his girl past them. Sales at once braced up.

Much was learned from the first attempts at selling quantity lots of boxes. They must be sold at the regular price suggested by the makers, which gives a good margin, without adding on an extra profit. He found it a mistake to stock only one make of box goods, for no matter how good a certain make may be there will always be enough people wanting other brands to warrant carrying at least three different selected makes.

Shortly after starting the candy business there came along a salesman who had an idea. From him was bought fifty pounds of "Giant Vanilla Creams. It was a good piece of candy, rich and creamy two of them made a meal. These were put on display in the window with two signs, one reading, "Delicious Giant Creams," the other "40 cents a half-pound." Only twenty pounds were sold, but the special sale brought attention to the candy stock, and Mr. Sills is still pushing the department, which is showing increasing sales from month to month.

MAKE MORE PROFITS FROM CANDY SALES

Candy is a luxury. Therefore it requires some attention if you expect to build up a big candy trade. It should be displayed in the most conspicuous part of your store, preferably near the cashier's desk, but it should not be displayed near the rubber or hospital goods, soaps nor insect powders.

The display should be tastefully arranged each package or jar carefully dusted and placed every day, and a package of each special kind opened in order to show your customers the class of goods you are carrying. Attractive signs advertising the product should be used. Also candy should have a prominent window display at least once each week, preferably Friday and Saturday.

Impress your customers with the fact that you sell strictly fresh candy. Tell them you guarantee it, and that if after purchasing it they do not agree with you you will refund them their money.

Many druggist are not successful with candy because they are not enthusiastic about it. They handle it on the same basis as they do the patent medicines. This is a great mistake. Patent medicines can only be sold to persons afflicted with certain ailments. Everyone has a taste for candy—

THE OPEN-MINDED MERCHANT

Learn new ways of doing things.

A merchant or clerk that has reached a point where he thinks he can't learn anything new will do himself and the trade a favor by getting out of business.

Get new ideas. Travel to other cities. Visit successful stores. Read investigate and grow.

Blessed is the merchant or salesman who gets enjoyment out of his work and keeps his mind ever open for improvements.

"Mistakes are opportunities for learning."



One of the 15 city drug stores lately featured a chocolate peppermint candy sale, using the window as a publicity getter, and sold 10 pounds in two days.

Outstanding Tribute to Trade papers

Ontario's Lieutenant-Governor, Col. Henry Cockshutt, himself an outstanding success as a business man, paid an understanding tribute to the business newspapers of Canada when speaking at a luncheon in connection with the annual meeting of the Canadian National Newspapers and Periodicals Association at the King Edward Hotel, Toronto, on Thursday, Nov. 10, he said: "I am especially glad to be with you today because I believe that the influence of the business press will be one of the most important factors in re-establishing business conditions in Canada on a safe sane basis. I make a distinction between the business newspapers and the daily press because I believe that your papers—the business newspapers of Canada—exert a greater influence than the daily press because of the greater confidence your readers have in them. People read the daily newspapers to keep abreast of the general news of the day. They are interested in what is happening around them and they read to satisfy their desire for excitement or interest or entertainment. What they read in the daily papers today is forgotten tomorrow.

"But this is not the case with business paper. Business men need the service of these papers in the conduct of their everyday business life. I have noted that they usually have a business paper or two in their pocket when they go home Saturday night. I do not say that they read them on Sunday, that I do not know, but I do know that they study them carefully, and that a great number of your readers, will come to their business on Monday morning with will say to their associates. "This is the situation I can some clippings from your paper in their pockets. They show it to you in this clipping. For that reason, gentlemen, I say that yours is the greater obligation, because you are leaders, because you are helping to build up the business fabric of the country.

"You should be very careful that everything that appears in your columns bears the imprint of the truth. You must be sure that the news you give is correct beyond question, because there are thousands of your readers ready to set their business course by the news and advice you give them.

"I am familiar with a good many of your publications, and I can personally attest to their high character. It is of vital importance that this high character should be maintained, and that no effort should be spared to give in your columns the maximum of service.

"In these days when there is disorganization, dissension, disruption in all walks—business, politics and religion, there is a great place for the business paper to bring out more complete information, to assist in making us all realize we must work for a common cause, the upbuilding of your country.

"The business men of this country need your assistance. They are looking to you for information and advice, and are expecting it. On your shoulders therefore perhaps more than on the shoulders of any other single agency, rests the obligation to meet the needs of these trying days, with a sane and sound presentation of the case as it exists at the present time, a presentation free from private bias, or the desire to serve a popular demand.

"You can, and I believe will be one of the largest factors in helping to bring about a satisfactory readjustment of the business conditions of this country."

MARY ANNE CHOCOLATES

Why not stock this fast-selling line of chocolates?

5 WONDERFUL BOXES

Assorted Fruits
Assorted Cream Centres
Assorted Nuts
Assorted Hard Centres
Assorted Marshmallows

The Savoy Candy Co., Ltd.
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Advanced Price 25s. net.

Chemists 23s.

Reprint of Nineteenth Edition

SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL,
7 Gt. Marlborough St., W. 1.

The Chemist and Druggist says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

The Prescriber says "Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

The Perfumery and Essential Oil Record says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on
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Chemists on the Establishment of The King

Sanatogen ^{and} Formamint

*Can Now Be Obtained Through
Your Wholesaler*

In order to help the retail trade to secure Sanatogen and Formamint at a moment's notice we have made arrangements with the wholesale trade to supply these products to the retailers.

Sanatogen and Formamint can now be obtained at the following prices:

SANATOGEN

			RETAIL SELLING PRICE
Small Size	100 Grammes	\$ 8.40 per doz.	\$1.00
Medium Size	200 Grammes	\$16.00 per doz.	\$1.90
Large Size	400 Grammes	\$30.00 per doz.	\$3.60

FORMAMINT

\$4.50 per doz. - Retail selling price, \$.50 a bottle

Trade discount, 2% 30 days.

Extra discounts, 3 doz. 5% 6 doz. 7½% 12 doz. 10%.

Note:—In order to secure the extra discounts Sanatogen and Formamint orders must be classified separately on order.

The Sanatogen Co., of Canada, Limited

P. O. Box 2622, Montreal, Canada

News of the Drug Trade from Here and There

Frank Hyde, a prominent druggist in Woodstock, Ont., has become an executive officer of the O.H.A. Mr. Hyde is an enthusiastic hockey fan and has donated several trophies for competition in the various leagues of the association, of which, some years ago, he was vice-president.

The Canadian Pharmaceutical Association have opened offices at 189 Church Street, Toronto.

Alberta druggists, through their association, have asked the provincial government to remove the liquor-vending business from all drug stores in that province.

A Canadian "Toy Fair" will be held in the Queen's Hotel, Toronto, from Feb. 1 to 15, 1922.

Orville Byer, of Port Perry, has purchased T. J. Dawson's drug business at Brampton, Ont.

Ben. Rapp is managing the new drug store at 358 King street, east, Toronto.

J. F. Clark, of last year's O. C. P. class has joined the staff of Chas. Lugsdin's drug store at Beaverton, Ont.

T. F. Ryan is now managing director of McGrory's drug store at Ottawa.

E. Pine has purchased the Hardy drug store at Fort William, Ont., and Hardy's have opened a new store on Simpson street, that city.

Geo. F. Carefoot is now managing the branch store of C. J. Halloran at 538 Dundas street, west.

Chas. F. Devlin is managing the drug store of the estate of R. D. Devlin, at Cobalt, Ont.

Alf. R. Thomson is now managing director of the Owl drug store at 1066 Bloor street west, Toronto in place of G. T. Dove.

J. D. B. Hatchwell, last year's O. C. P. gold medallist, is managing the new drug store of W. T. Pearce, at Jarvis and Dundas streets, Toronto.

L. S. Haight, formerly of St. Thomas, is now managing director for P. Dunnigan, Ltd., at 1139 Main street, Hamilton, in place of B. D. Farr.

C. S. Fleming is manager of the new Dunnigan drug store at 304 York street, Hamilton.

C. W. McDermott has opened a new drug store on King street, St. Catharines.

Dr. Walter S. Patrick has opened a drug store at Minden, Ont.

Earl R. Morrow has opened a new drug store at 971 King street east, Hamilton.

The Star Drug Co., Ltd., has opened a new store at 986 Weston Road, Mount Dennis, with A. T. Shields as manager.

Henry M. Whelpley of St. Louis, Mo., treasurer of the A. Ph. A., retired from that office at the end of 1921 and is succeeded by E. F. Kelly of Baltimore. In a message to the members of his association, Mr. Whelpley tells of his friendships made among the fraternity during the thirteen years he has been in office.

The annual meeting of the National Drug Trade Conference of the U. S. was held at Hotel Washington, Washington, D.C., on Dec. 13. Problems arising out of the prohibition law constituted the main business

of the conference.

Edward Stork, one of Brampton's best known citizens, passed away in Toronto last month at his residence, 15 Irene avenue. The late Mr. Stork, who was born in Brampton 69 years ago, was the son of the late Christopher Stork. His grandfather, the late Richard Trueman, established 80 years ago Brampton's first drug store, which was later known as the Stork drug store. Edward Stork, who took over the business 48 years ago, sold out in 1916 to the late E. W. Boyle. Mr. Stork moved to Toronto over a year ago. He had only been ill a short time.

DRUGGISTS SHOULD BE PLENTIFUL

There should be no dearth of druggists in Ontario for the coming years as apprentices are seemingly plentiful. In 1919, 200 apprentices were registered; in 1920, registration totalled 204; and up to Christmas last nearly 200 had registered in 1921. Judging by past years it is quite likely that two-thirds of these will stick to the profession.

Beginning with the first day of this year (1922) all apprentices registered will come under the amended rules, requiring them to put in a two-years' course at the O. C. P. instead of the one year. This two-year course will commence in September, 1925.

Important Notices to Apprentices

The Council at June, 1921 meeting, decided to begin the two years' course of instruction in September, 1925, when the Junior Term will begin, and all present and attending apprentices and that all those whose term of three (3) years apprenticeship shall expire previous to the opening of the Junior Term of 1925 must take the two years amended course of instruction, and further details will be formulated and submitted to the Council and approved by Council and Committee on Property and Finance as conditions may determine.

We therefore advise all who are now entitled to graduate by taking present course of lectures to do so as soon as possible before the new regulation begins in September, 1925, and also advise all Preceptor's and Apprentices to read Clause Eight of the Education and Research Committee's Report passed by the Council on Thursday, June 8th, 1921.

Yours truly,

W. B. GRAHAM.

NOBODY'S HUSBAND.

A lady rang up "his" club the other evening. "Please call my husband to ——" she began, but was interrupted.

"Your husband ain't here, ma'am," said the attendant.

"My goodness gracious me!" the lady exclaimed. "You're mighty sure about it, aren't you? How do you know my husband isn't at the club when I haven't told you my name?"

"Nobody's husband ain't never at the club ma'am," was the bland retort.

PHOTOGRAPHIC Supplies

PUSHING CAMERA SALES THROUGH THE DRUG STORE

How Canadians are building trade through novel window displays and coupon methods.

CAMERAS AS CHICKENS MAKE EFFECTIVE DISPLAY

The E. C. Harvey Drug Company of St. Thomas, Ont., recently made use of a clever window display for featuring cameras and photographers' supplies. The window was carefully trimmed to represent a large chicken yard, with fine straw and grass covering the base and stencilled farm scenes forming a background.

In one corner a picturesque little coop was erected, with a large telescope camera inside. A neat showcard informed the public that this was the mother hen camera, that she had astigmatic eyes, and was a thoroughbred in every particular, and would hatch perfect picture chickens. In the yard were ranged several smaller cameras, designated as the brood, each bearing a little card explaining its outstanding points.

In another corner was a large nest filled with rolls of unexposed films, all guaranteed strictly fresh and fertile. Tripods, dark-room apparatus and other material were placed around the sides and back of the window, the whole being well balanced and the "chicken-yard" idea being faithfully carried out.

The display attracted much attention, and resulted in an unprecedented sale of cameras and supplies.

WORKED IN BACKGROUNDS

There is great scope for improvement in many portraits taken against black backgrounds, in the way of introducing some simple effect of light to relieve a flat sunken-in appearance. This may easily be done by preparing the back of the negative with very fine matt varnish, or what we prefer, a transparent varnish, and stumping in with black lead such clouding or gradation as may be required. No especial skill is needed, as the thickness of the glass softens the work and prevents any appearance of patchiness. If matt varnish be used it is not advisable to scrape any way from the denser parts unless the negative is very harsh, as this proceeding always falsifies the original scale of tones. With a transparent varnish this does not arise, and it is moreover easier to see the effect of the working while it is in progress. With matt varnish it is necessary

to inspect the film side from time to time, and this is troublesome. Besides clouds, more detailed backgrounds can be introduced by those possessing some drawing ability.

FLAPPERS MOUNT PICTURES OF "STEADIES ON SHOE BUCKLES

Flappers have discovered a sure way to bring the man to their feet. The new cue is to mount the picture of your "steady" on a colonial shoe buckle. Thus his subjugation is advertised to the world.

When one is equally "keen" about two men the solution is simple. One has two feet. Assign each a buckle, awarding the favorite the right foot position.

Removable frames for the pictures add zest to the chase. When the man gets "in sold" merely have a tiny drop of silver solder lock him in position. When a new picture appears, your social set will invite the "original" as your escort. Thus an evening spent with a man you "just detest" can't happen.

COUPONS BOOST SNAPSHOT SALES.

The A. I. McCall Company, Ltd., druggists of Chatham, Ont., use the coupon plan to boost their film developing and printing service. A coupon is given with every 10 cent's worth of amateur developing or printing brought to the store. Coupons equalling the value of the work done are placed in the envelope, along with the negatives or prints made for the customer. When the customer has saved 50 of these 10 cent coupons, their presentation at the store will gain an eight by ten enlargement from one of the customer's own negatives. The scheme is a business-getter, and has done much toward popularizing a profitable side line.

A FISHY CAMERA DISPLAY.

An Arkansas druggist, according to an exchange, recently made a very attractive exhibit in one of his show windows featuring cameras. The background was a

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PHOTOGRAPHIC
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Henry Greenwood & Co., Ltd.

24 Wellington Street, London, W. C. 2., England

large photo of a fishing party beside a stream, while on each side and toward the front cameras were arranged and samples of pictures taken by them were stood against each machine. Streamers of green and yellow tissue paper were strung from the large photo background to the window glass, and the whole window was variously decorated in green and yellow paper. At the top of the photo in the rear, in big letters, was this message: "Prove that fish story by taking a camera along with you."

G. de J. Mesny, of Mesney & Bishop, photographers of Norfolk, Va., has patented a new and improved device for developing cut films, which simplifies handling very greatly indeed. The film, with this device, lies absolutely flat, takes up much less room in the developing tank, and cannot slip off the carrier.

TEN REASONS FOR SUCCESS

One of America's most successful retailers recently summed up the ten main reasons for his success as follows, says the "Advertising World":

1. He kept up with the times.
2. He did not try to do everything himself.
3. He took time for exercise and relaxation.

4. He maintained efficiency by developing able help.
 5. He did not permit system to run into red tape.
 6. He did the little things worth while.
 8. He developed his capacity for large things by avoiding the pitfalls of detail.
 9. He took frequent inventory of himself and his stock, and last, but not least—
 10. He was a regular and consistent advertiser.
5. Educate people how to use the goods.
- Translating this into terms of the store it means:
1. Move goods out of the store by telling people you have what they want.
 2. Stimulate interest in different kinds or similar goods.
 3. Sustain people's interest in the store between purchases or between visits.
 4. Develop a sense of value in the customer's mind.
 5. Multiply the customer's buying impulse. That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants.

With a little thought on your part you can find hundreds of instances that you can turn into human interest copy.



Give a receipt and get all your money

The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

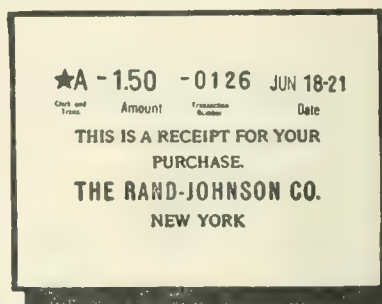
The customer gets quick service.

The clerk gets credit for making the sale.

The merchant gets all of his profits.

We make cash registers for every line of business

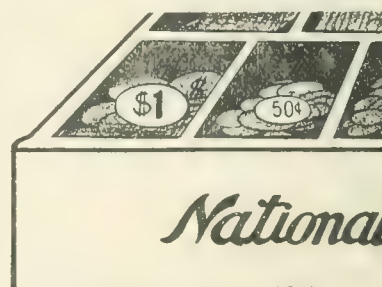
NATIONAL
CASH REGISTER COMPANY
OF CANADA LIMITED — TORONTO ONTARIO



Wrap this receipt in the parcel



Get this receipt inside the register



And get all your money

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid lb.	\$.70	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pearl, lb.	\$.60	Boroglycerine, oz.	\$0.15
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.15	Bromine, oz.20
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.10	C.P., oz.60
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots., each	2.00	Chloride, oz.50
Arsenious (Arsenic), lb.20	Nitrate, pure, oz.15	Sulphate, 1/2-oz. bots., per oz.	17.00	Bromipin, 1/4 lb., lb.	4.30
Arsenious (pure), oz.10	Sulphate, pure, oz.15	Balsam, Canada, lb.	1.60	Tablets, box of 25 each65
Arsenious (red lump), oz.05	Alumol, oz.75	Copaiba, Amer., lb.9	Bromoform, oz.25
Benzoic, from Gum, oz.	1.10	Alypin, 15 gr. bot., each25	Copaiba, English, lb.9	Bromural, oz.	3.15
Benzoic, from Toluol, oz.20	Amidol, oz.	1.00	Peru, oz.25	B roomtops, lb.50
Boracic Crystals, lb.24	Ammonal, oz.	1.65	Teal, oz.15	Cadmium, oz.50
Boracic, pulv., lb.24	Ammonal, tablets, oz.	1.65	Bark, Ash, prickly, lb.25	Bromide, oz.25
Butyric, oz.50	Ammonium Acetate, oz.15	Bark, Angustura, lb.	1.10	Chloride, oz.30
Caedylid, 5 gr. bot. ea.30	Benzoate, oz.35	Bayberry, lb.90	Iodide, oz.55
Camphoric, oz.90	Bichromate, oz.20	Canella, lb.25	Nitrate, oz.25
Carbolic, 1 lb. bots.50	Borate, oz.20	Cascarilla, lb.30	Sulphate, oz.30
Carbolic, 5 lb. tins, lb.45	Bicarbonate, oz.15	Cascarilla, lb.	1.35	Sulphide, oz.50
Carbolic, 10 lb. tins, lb.42	Bromide, lb.55	Cherry, black, lb.30	Caffeine, oz.60
Carbolic, crude, Com'l., gal.85	Carbonate, lb.20	Cotton Root, lb.20	Benzoate, oz.	2.10
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Condurango, lb.60	Citrate, oz.55
Crysophanic, oz.40	Carbonate C.P., Merck's, lb.60	Elm, lb.90	Hydrobromate, oz.	1.20
Cinnamic, oz.85	Carbonate, powd. lb.21	Hemlock, lb.15	Hydrochloride, oz.	1.35
Citric, lb.40	Fluoride, oz.50	Mezereon, lb.50	Salicylate, oz.	1.00
Crysophanic, oz.40	Glycerophosphate, oz.50	Peruvian, Red, lb.95	and Soda Benzoate, oz.80
Fluoric, 1 lb. bots., each	1.50	Hypophosphite, oz.30	Peruvian, yellow, lb.95	Calamine, prepared, lb.15
Fluoric, 1/2 lb. bots., each88	Iodide, oz.55	Pomegranate, lb.55	Calcium, metal, oz.	5.25
Fluoric, 1/4 lb. bots., each56	Liquor, fert. lb.18	Ponac, lb.30	Acetate, oz.15
Fluoric, oz.40	Molybdate, oz.60	Sassafras, lb.75	Bromide, oz.25
Gallic, oz.15	Muriate, lump, lb.25	Soap, lb.40	Carbide, lb.15
Glycerine, phosphoric, oz.65	Gran.15	Tamarac, lb.35	Carbonate, pure50
Hydriodic, oz.45	Nitrate, com'l. lb.35	Walnut, lb.	1.15	Carbonate, Precip. lb.10
Hydrobromic, lb.55	Nitrate, C.P., oz.15	Witch Hazel15	Chloride, com'l. lb.08
Hypophosphorus, 10 p.c., oz.15	Oxalate, oz.20	White Pine, lb.18	Chloride, pure, lb.	1.00
Lactic, concentrated, oz.15	Persulphate, oz.25	Barium, Acetate, oz.20	Glycerophosphate, oz.30
Mallic, oz.	1.20	Phosphate, pure, oz.15	Bromide, oz.40	Hypophos, oz.15
Meconic, oz.	4.25	Salicylate, oz.30	Carbonate, pure, lb.60	Hypophosphite, oz.15
Molybdic, pure, oz.40	Succinate, oz.70	Chlorate, oz.20	Iodide, oz.65
Monochlor, acetic, oz.45	Sulphate, com'l. lb.15	Chloride, com'l. lb.25	Lactate, oz.20
Muriatic, com'l. lb.08	Sulphate, pure, oz.10	Chloride, pure, lb.70	Lactophosphate, oz.35
Muriatic, C.P., lb.47	Sulphide, pure, cryst., oz.90	Metal, 2 c.c. tubes, each	7.00	Nitrate, oz.25
Nitric, com'l. lb.14	Sulphite, oz.30	Nitrate, oz.20	Oxalate, pure, oz.15
Oleic, pure, oz.45	Sulphocyanide, oz.20	Oxide, Hydrate, com'l., oz.	1.10	Peroxide, oz.30
Osmic, 1 gramme tu., ea.	5.10	Tartrate, neutral, oz.20	Peroxide, Anhydrous, pure, oz.15	Phos. Percip. lb.25
Oxalic, lb.35	Valerianate, oz.75	Peroxide, com'l. lb.	1.00	Phosphide, oz.90
Oxalic, pulv., lb.40	Amyl, Acetate, Oxide, oz.15	Phosphate, oz.20	Saccharate, oz.20
Perchloric, oz.25	Formate, oz.25	Sulph., Precip., oz.10	Salicylate, oz.45
Phosphoric, concent, 1500 lb.75	Nitrate, oz.70	Sulphide, pure, oz.15	Sulphate, Precip. lb.70
Phosphoric, dil., lb.30	Nitrite, oz.50	Beans, Calabar, oz.15	Sulphide, oz.10
Phosphoric, glacial, oz.25	Valerianic, oz.70	Tonquin, oz.25	Sulphite, oz.15
Phosphoric, syrupy, 1750, lb.58	Anaesthesia, 25 grm. pkgs., each	3.85	Vanilla Bourbon, oz.40	Sulphocarb, oz.20
Proliferous, lb.15	Amylene, Hydrate, oz.	1.35	Vanilla Bourbon, oz.40	Camphor, lb.	1.15
Prussic, g.s., 100s, doz.	5.00	Anethol, oz.65	Berberine, Muriate, oz.	2.80	oz.	1.55
Pyrogalic, Marek's, oz.40	Aniline, pure, oz.15	Berberine, Sulph., oz.	3.10	1/2 oz.	1.90
Salicylic, lb.55	Anisol, oz.50	Benzole, lb.20	1/2 oz.	1.90
Salicylic, natural, oz.	1.00	Antikamnia, oz.	2.00	Benzoin, lb.	2.45	Powdered	1.85
Succinic, oz.	2.00	Vest pocket, box, doz.	2.35	Benzosal, oz.	1.80	Mandelamide, oz.30
Sulphanilic, oz.50	Antimony, metal, oz.10	Benzyl, Chloride, com., oz.50	Camphore Tannate, 15 gr. tubes, each60
Sulph., Aromat. lb.	1.10	Antimony, pure, oz.10	Berries, Buckthorn, lb.	1.00	Cantharides, whole, Chinese lb.	2.00
Sulphocarbolic, oz.35	Arsenate, oz.30	Coculus, Indicus, lb.75	Powder Chinese lb.	2.25
Sulph., com'l. lb.08	Chloride, oz.45	Cubeb, lb.	2.25	Whole Russian	3.00
Sulph., C.P., lb.47	Liver (crocus), lb.70	French, lb.20	Powdered Russian	3.10
Sulphurous, lb.20	Oxide, White (Acid Antimonic) oz.75	Juniper, lb.15	Cantharidin, 5 gr. tube each	2.25
Stearic, lb.60	Tart. Pulv., (Tartar Emetic, lb.90	Laurel, lb.20	Carb., Bisulph. lb.35
Tannic, lb.	1.70	Antiesin, oz.	2.25	Prickly Ash, lb.30	Tetrachloride, lb.35
Tartaric, crys., lb.50	Antipyrine, Salicylate, oz.	1.50	Poke, lb.65	Castoreum, oz.65
Tartaric, pulv.50	Antitoxine Neuralgic, oz.	1.30	Saw Palmetto, lb.40	Celluloid, oz.	1.50
Trichloroacetic, oz.45	Apocodine, Hydrochlor, 1 gr. bots, each25	Betol, oz.70	Cerium nitrate, oz.35
Uric, oz.	1.50	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Oxamate, oz.20
Valerianic, oz.	1.70	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Aconitine, pure amorph, gr.20	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	French, powd., lb.05
Adeps Lanae, hydrous, lb.45	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Airol, oz.75	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Albumen, from egg, oz.35	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Albumen, from blood, oz.10	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Alcohol, gallon	19.75	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Alcohol, 1/2 gal.	9.87	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Allylic, C.P., lb.	3.00	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Ammoniac, spt., gal.	3.50	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Methylated, gal.	1.60	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Wood, gal.	1.60	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Aldehyde, oz.10	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Alkannin, oz.	1.50	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Almonds, bitter lb.80	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Almond Meat, lb.80	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Aloin, oz.25	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Alum. lb.09	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Chrome, lb.50	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Pulv. lb.10	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Aluminium, coarse powder oz.20	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40
Acetate, oz.15	Apocodine, Hydrochlor, 1 gr. bots, each25	Bismuth, Ammon., Citrate, oz.75	Chalk, Precip. lb.40

Get This and Get On!

The New Cocoa!

The Best Cocoa!

Somilco.

The Cocoa with a Flavor

Taken in the morning is warming, invigorating and sustaining.

Taken going to bed is nerve soothing and conducive to restful slumber.

Somilco

is 100 % soluble and does not clog.

Besides having a delicious flavor, is Easy and Economical to serve.

2 or 3 spoonful in cup
add boiling water while stirring.

Sold in 5 lb., 1 lb. and $\frac{1}{2}$ lb. tins, also in sanitary envelopes containing enough for one cup.

Write for Prices.



J. Hungerford-Smith Co., Limited

19-23 Alice Street

TORONT

GOODS ALWAYS IN DEMAND

All British Manufacture Are You Stocked?

TRY IT IN YOUR BATH SCRUBB'S Cloudy AMMONIA

MARVELLOUS PREPARATION

Invaluable for Toilet and Domestic Purposes.

Sales Agents for Canada:—Harold F. Ritchie and Co., Ltd., 10 McCaul St., Toronto



SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised and stocked by all Wholesale Houses

Lyman Bros. Co., Ltd., 71 Front St. E., Toronto
Parke & Parke, Ltd., Hamilton, Ontario

The Shadeine Co., 58 Westbourne Grove,
London, W., England

BLAIR'S Gout and Rheumatic Pills.

Gout, Sciatica, Lumbago. The Safe and Effective Remedy for over 100 years
40c. and \$1.00 per box. Of Drug Stores, and 229 Strand, London, England

Clarke's Blood Mixture

"Everybody's Blood Purifier."

In Greater Demand than Ever

BECAUSE of its great merit in the treatment of Bad Legs, Abscesses, Ulcers, Glandular Swellings, Piles, Eczema, Boils, Pimples, Sores and Eruptions, and BECAUSE it is regularly advertised in Canada, Clarke's Blood Mixture, the famous Blood Purifier, is to-day in greater demand than ever. Over 50 years success.

Stocked by all principal wholesalers

ATKINSON & BARKER'S INFANTS' PRESERVATIVE

The Mother's Best Friend for over a Century.

R. BARKER & SON, Ltd., Wesley St., C-on-M., Manchester, Eng.



TRADE MARK Reg'd.
Established 1847

THE LION LEADS NO LANCING OR CUTTING WITH Burgess' Lion Ointment

A CONTINUOUS RECORD OF SUCCESS
Stocked by the leading Wholesale Houses.

Retail Druggists often want to know where to purchase your Trade Mark Specialty. It costs \$3.00 per month to tell them in this page for a year. ASK US FOR PARTICULARS

STOUT PEOPLE DEMAND ANTIPON

The World's Most Popular Remedy for Obesity
Should be stocked by all up-to-date druggists and stores. From all the leading wholesale houses, including The National Drug & Chemical Co. of Canada. The T. Eaton Co., Limited, Lyman Bros. & Co., Limited, and Sharland & Co.

Antipon

Eldon Street, London, England

PHOSFERINE The Greatest of all Tonics A Proven Remedy for

Influenza Maternity Weakness Lassitude Sciatica Neuralgia Loss of Appetite
Indigestion Mental Exhaustion Anaemia Nerve Shock Malaria Rheumatism
Sleeplessness Premature Decay Neuritis Headache Exhaustion Nervous Debility

Sold by leading druggists everywhere in two sizes, in liquid and tablet form.

Sales Agents for Canada: Harold F. Ritchie & Co., Limited
10 McCaul St., Toronto, Ontario

Proprietors: Ashton & Parsons, Limited, London, England

Purely Vegetable. In use over 90 years

MORISON'S PILLS

For Biliousness
Constipation
Headache and
Liver Complaints

19 Percy Circus, Kings Cross, LONDON, ENGLAND

DR. STEDMAN'S TEETHING POWDERS



Safest and Best for Children

Stocked by all the leading Wholesale Houses.

Depot: 125 New North Road, London, Eng.

FENNINGS' FEVER MIXTURE

as used throughout Great Britain and
Colonies for over fifty years

Wholesale Agents—SNIDER & BOSSONS, WINNIPEG

"SPUN" OINTMENTS

Used the World Over

If you are users of ointments on a large scale, send me your enquiries, and let me quote. It will pay you.

Sole Manufacturer of "SPUN" Ointments

ROBERT BLACKIE

Shen Works, Tower Bridge Road, London, Eng.

Owbridge's
Lung Tonic

FOR
COUGHS
FOR
COLDS

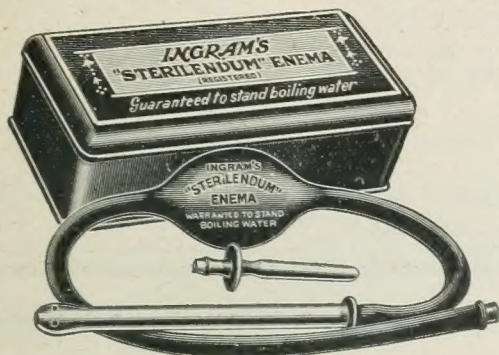
Licorice, extra select, lb.	\$0.	Snuff, Copenhagen, lb.	\$1.75	Nitrate, lb.	\$0.70	Granulated, lb.	\$0.75
" pulv., lb.40	Macc, lb.	1.20	Oxalate, oz.10	" free from Arsenic,25
Mandrake, lb.75	Scrub, lb.	1.30	Salicylate, oz.15	oz.60
Mandrake, gr'd., lb.40	Lorillard's, lb.	1.90	Sulphide, oz.15	Hypophosphite, oz.60
Marshmallow, lb.75			Strychnine, oz.	2.75	Iodide, oz.60
Orris, lb.40	Soap, Arsenical, lb.40	Arsenate, oz.	3.60	Lactate, oz.35
" pulv., lb.50	Castile, pulv., lb.40	Arsenite, oz.	2.85	Metal, pure, oz.10
Parera Brava60	Curd, lb.40	Glycerophosphate, oz.	3.10	Nitrate, pure, oz.25
Pleurisy, lb.50	Cocanut, lb.25	Hydrochlorate oz.	3.10	Oleate, oz.15
Rhantany, lb.40	Soft, lb.30	Hypophos, oz.	3.40	Oxide, lb.30
Hell, E.L., lb.	1.50	Viride, lb.40	Nitrate, oz.	2.50	" pure, lb.40
Rhea, E.L., pulv., lb.	1.75	Whale Oil, lb.20	Sulphate, oz.	2.25	" Hubbards, lb.75
" Turkey (so-called)30			Phosphate, oz.	3.30	" dry process, lb.40
" pulv., oz.35	Soda, Acetate, lb.35	Valerianate, ½ oz.80	Permanganate, oz.70
Sarsaparilla, Honduras	1.1	Aluminate, oz.12	Stypticin, 15 gr. bot., each60	Phosphate, oz.35
lb.80	and Ammonia Phos. (Micro-85	Tablets, box, each65	Salicylate, oz.30
Mexican, lb.	2.00	ascini Salts), lb.15	Succus, Conium, lb.	1.10	Stearate, oz.15
Senega, lb.	1.10	Arsenate, pure, dry, oz.20	Tarax, lb.	1.60	Comp., oz.60
Serpentaria, lb.30	Arsenite, pure, oz.06	Sulfolal, oz.	1.50	Sulphate, pure, oz.20
Sombul, oz.	1.75	Ash, lb.10	Sulphaminol, oz.	2.00	" C.P., Cryst., lb.30
Spigelia lb.35	Benzoate, oz.07	Sulphur, Chloride, oz.15	" C.P., Gran., lb.30
Squills, white, lb.45	Biscarb, oz.10	Iodide, oz.50	" C.P., dried, lb.40
Pulv. lb.40	Chance's, lb.15	Precipitated, lb.40	Sulphide, pure, oz.15
Saccharine, oz.15	Bichromate, fused, oz.15	Opt., lb.50	Sulphite, oz.29
Saffron, Amer., oz.	1.85	Biphosphate, oz.15	Powdered, lb.07	Sulphocarb, oz.15
Spanish, oz.	1.05	Bisulphate, pure, oz.25	Sublimed, lb.08	Valerianate, pulv., oz.70
Sal Ayotoseila lb.30	Bisulphite, lb.10	Extra, lb.14	" Cryst., oz.45
Carlsbad, artificial, lb.1	Bitartrate, Cryst., oz.45	Rol, lb.07		
Epsom, lb.05	Bromide, gran., lb.50	Vilum, lb.20		
Howard's, lb.23	Cocodylate, ½ oz., each35	Tamarids, lb.18		
Glauber, lb.20	Carb., C.P., Cryst., lb.21	Tannalbin, oz.75		
Sal Nitro, cryst., lb.65	" C.P., dried, lb.35	Tannigen, oz.	1.00		
Sal Nitro, gran., lb.58	Caustic, gran., lb.50	Tannoform, oz.60		
Prunella lb.04	" Sticks, lb.	1.25	Tar, Barbadoes, lb.40		
Reckelle, lb.60	Chlorate, oz.10	Stockholm, lb.60		
Soda, lb.15	Choleate, oz.10	Terebene, oz.20		
Salicine, oz.	1.75	Chloride, pure, oz.15	Terpin, Hydrate, oz.20		
Salol, oz.		Cinnamate, ½ oz., each20	Terpinol, Liquid, oz.30		
Salophen, oz.		Citrate, oz.	1.35	Theobromine, oz.75		
		Ethylate, dry, oz.		and Soda Salicylate, oz.50		
Sanguinarine, Alkaloid, 5 gr.35	Fluoride, oz.10	Thiocin, oz.	5.50		
bot., each45	Formate, oz.15	Theocine, Soda Acetate, oz.	4.50		
Nitrate, 5 gr. bots., each	15.00	Glycerinophosphate, oz.25	Thiocol, substitute, oz.	1.25		
Santonine, oz.	2.20	Hypochlorite, Solution, oz.10	Thioform, 25 gram.75		
Santyl, Liquid, oz.75	Hypophosphite, oz.55	Thiol, oz.40		
Capsules, 30 in box13	Hyposulphate, lb. C.P.80	Thiosinamine, oz.	3.15		
Saponin, ¼ oz bot., each65	Iodide, oz.4	Thorium, Nitrate, oz.	2.10		
Scopolamine, hydrochlor, 5	1.00	Lactate, Syr., oz.	2.25	Thymol, oz.	1.00		
gr. bots., each32	Meconate, oz.20	Thyroidine, oz.	1.35		
Seeds, Angelica, lb.37	Metaphosphate, oz.15	Tin, Metal Sticks, oz.25		
Anise, lb.60	Nitrate, Crude, lb.10	Granulates, lb.	2.50		
" Star, lb.40	Nitrate, Pure Cryst., oz.65	Powder, fine, oz.35		
Burdock, lb.15	Nitro-prusside, oz.10	Rasped, oz.25		
Canary, lb.	2.55	Nitrate, oz.15	Toluene, lb.45		
Cardamon, Decort, lb.40	Oleate, oz.20	Tow, lb.50		
Palv., lb.25	Oxalate, oz.15	Tribromphenol, oz.	1.60		
Celery, lb.30	Perborate, Medicine, oz.30	Bismuth, oz.	1.00		
Caraway, lb.	1.25	Pernanganate, oz.15	Triferrin, oz.	1.00		
Caraway, pulv., lb.	1.50	Soda, Phosphate, gran., lb.15	Trikresol, oz.20		
Colocynth, lb.25	C.P., pulv., lb.55	Trional, oz., substitute.	1.50		
Conium, lb.17	Salicylate, lb.60	Triphenin, oz.75		
" pulv., lb.20	Natural, oz.	1.00	Tumenal, 25 grammes for55		
Croton, lb.25	Silicate, lb.13	Turpentine, chian, oz.	1.50		
Cuprin, lb.40	Succinate, oz.25	Venice, lb.35		
" pulv., lb.30	Sulphate, C.P., Cryst., lb.35	Unguentum, Crede, oz.	2.00		
Dill, lb.35	Sulphite, Cryst. or Gran.12	Uranium, Acetate, oz.	2.00		
Fennel, lb.10	" lb.25	Chloride, oz.60		
" pulv., lb.10	" C.P., lb.35	Nitrate, oz.45		
Flax, pure ground, lb.15	Sulphocarb, oz.15	Urea Crystals, Pure, oz.85		
Foenugreek, pulv., lb.20	Tartrate, C.P., oz.15	Nitrate, oz.65		
Hemp, lb.25	Sodium, Metal, oz.70	Urecedin, oz.60		
Hyoscyamus, oz.55	Dobell's lb.40	Methane, oz.60		
Lobelia, lb.	1.00	Fehlings, No. 1, oz.05	Valerine, oz.	1.00		
Maw, lb.22	Fehlings, No. 2, oz.10	Veratrin, pure, 1 ½ oz each90		
Mustard, White, lb.35	Hydrarg, Bichlor., lb.65	Verdigris, balls, lb.60		
Paraphn., lb.00	Nitroglycerine, 1 p.c. oz.20	Pulverized, lb.60		
Quince, lb.25	Vlemmicks (Calc. Sulph.),65	Veronal, substitute, oz.45		
Rape, lb.75	lb.60	Vinegar, Cantharides, lb.90		
Stavesacre, lb.80	Somatose, oz.60	Wax, Bayberry, lb.80		
" pulv., lb.80	Sparteine, Sulp., ½ oz., oz.	2.50	Brazil, or Camaguba, lb.50		
Stramonium, lb.4.00	Sparmaceti, lb.75	Ceramide lb.60		
Stropanthus, lb.60	Spirits Ammon., Aromat, lb.85	Japan, lb.45		
Wormseed, lb.	1.50	Camphor, lb.	1.15	Paraffine lb.16		
Sclerum, in sticks, oz.15	Chloroform, lb.	1.05	White, No. 1, lb.	1.00		
" softener lb.15	Stannous, Chloride, C.P., oz.25	White, No. 2, lb.60		
Sol. Bromide, oz.	2.00	Stannic, Chloride, oz.60	Yellow (Beeswax) lb.70		
Chloride, oz.	1.15	Starch, powd., lb.15	Xylol, oz.15		
e ½ oz., each25	Stearine, lb.60	Yohimbine, Cryst., 1 gram	1.05		
Iodide, oz.	3.20	Strontia Bromide, lb.60	Tablets, (tubes of 10),50		
Silver Neucinate, oz.50	Carbonate, oz.10	each15		
Nitrate, crys., oz.	1.10	Chlorate, oz.20	Zinc, Acetate, pure, oz.15		
Fusel, oz.	1.30	Chloride, oz.20	Benzoate, oz.50		
Oxide, oz.	2.50	Lactate, oz.20	Bromide, oz.40		
Sulphate, oz.	2.00			Carbonate, lb.85		
				" Precip., oz.15		
				Chloride, fused, oz.20		
				" Granul., oz.20		
				Cyanide, oz.25		
				Ferrocyanide, oz.40		

TINCTURES

Aconite85
Aloes90
Aloes and myrrh	1.15
Amica70
Anacardida	1.20
Belladonna leaves75
Benzon	1.15
Benzoin, comp.	1.30
Blood Root	1.35
Broom	1.25
Calendula	1.75
Cannabis Indica	4.00
Capsicum	1.20
Capsicum and myrrh	1.40
Cassia60
Carduus Comp50
Catechu75
Cimicifuga	1.35
Cinchona, Comp.95
Cinnamon95
Colchicum root	1.00
Colchicum seed	1.00
Columbo70
Cudbear50
Digitalis85
Ferric chloride85
Gelsemium85
Gentian60
Gentian, comp.60
Ginger	1.10
Green Soap25
Guaiac	1.25
Guaiac, ammon.	1.20
Hydrastis	2.60
Hyoscyamus85
Iodine75
Iodine colorless80
Iodine, Churchill's	2.00
Ipecac	1.30
Iron, citre-chloride85
Iron, muriate35
Jalap.	1.70
Kino	1.45
Krameria90
Lavender Comp.	1.05
Lemon peel	1.70
Lobelia85
Myrrh	1.30
Myrrh and capsicum	1.40
Nutgall	1.20
Nux Vomica80
Opium, camphorated	1.20
Opium (Laudanum)	1.40
Orange peel	1.10
Quassia65
Rhubarb65
Rhubarb aromatic	1.40
Sanguinaria	1.35
Serpentaria	1.20
Squill80
Stavesacre	1.10
Stramonium80
Tolu	1.25
Valeria75
Valerian, ammoniated75
Veratrum, Viride	1.15
Warburg's	3.10

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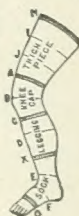
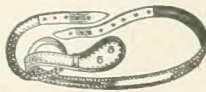
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